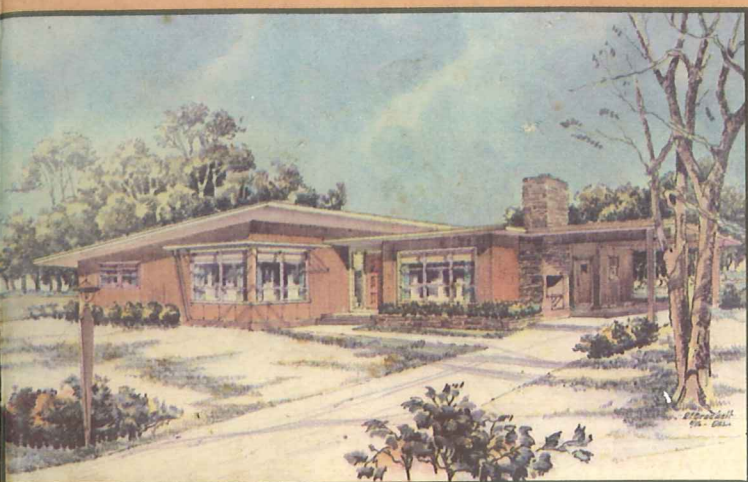


Washington

75c

Homes of Color



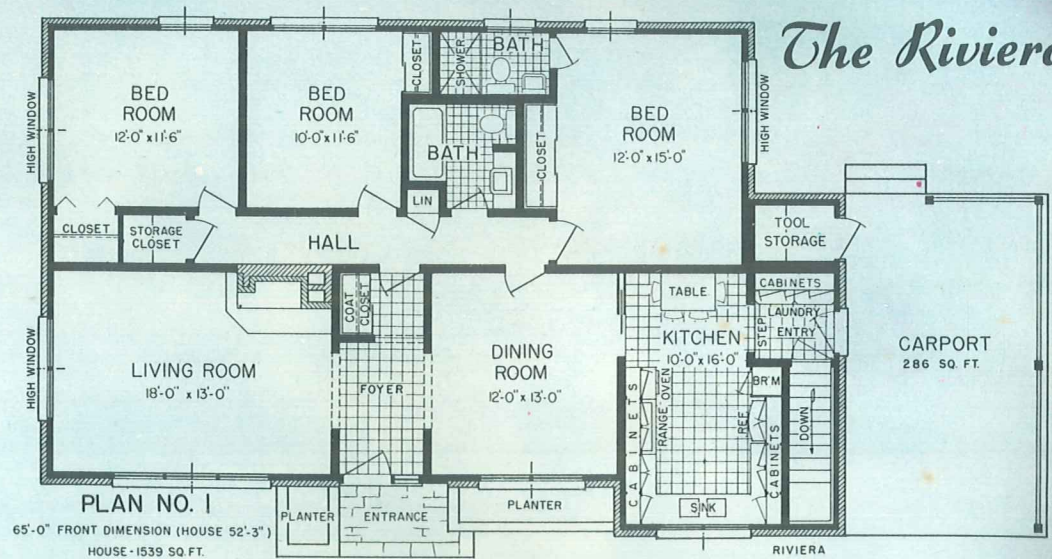
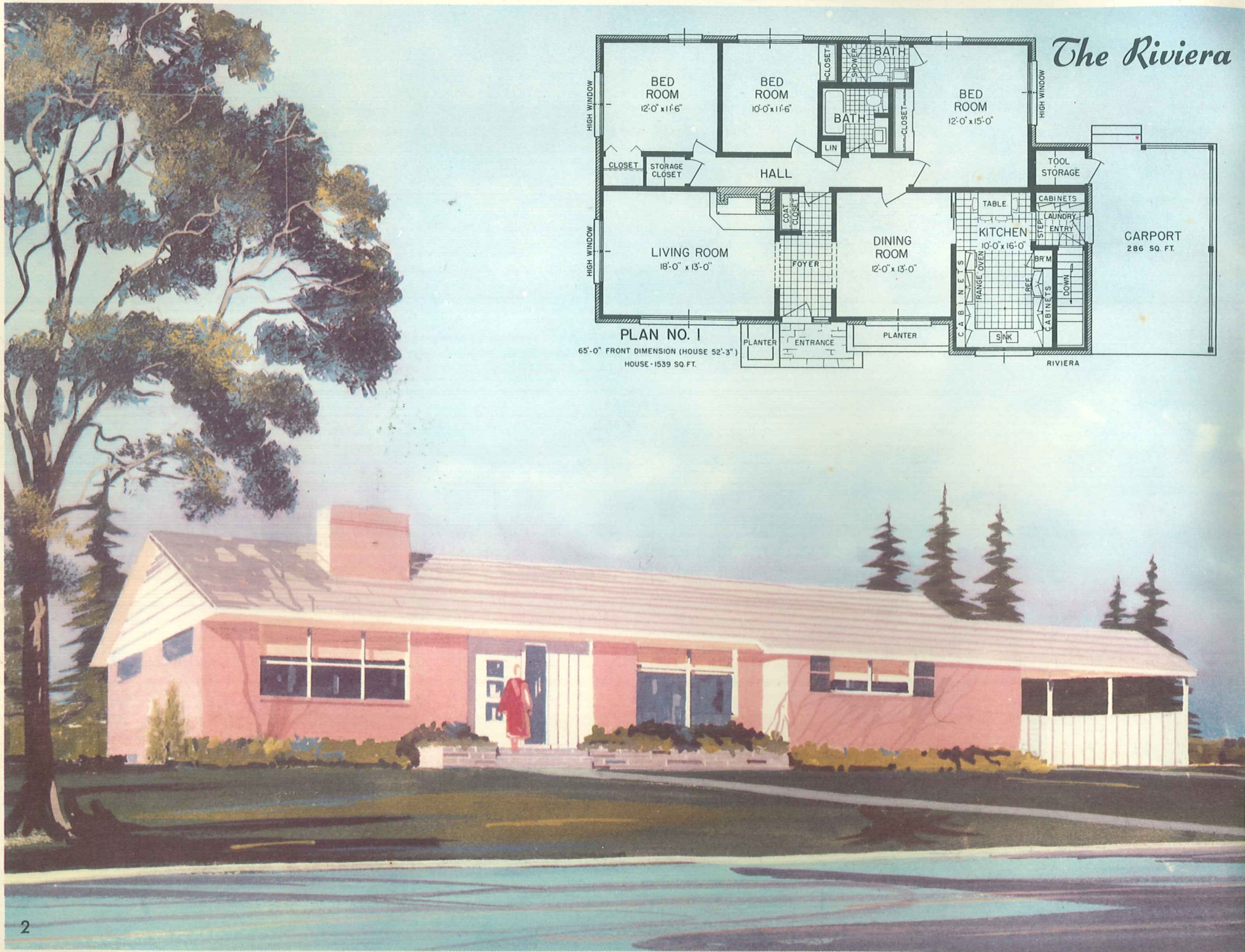
*Custom
Designed*



*Plans of Merit
By
Standard Homes Co.*

Blueprints Available





INDEX

Design	Page
Albany	26
Atlanta	19
Bainbridge	28
Barcelona	3
Barclay	12
Brandon	25
Bzwy. & Garages	23
Brewster	20
Cardenas	11
Chesterfield	8
Cleveland	21
Colorado	10
Continental	7
Cost of Homes	22
Exchanges	24
Fairbanks	15
Imperial	27
Isometric Details	23
Kendall	18
Lamberton	5
Leland	24
Leonard	22
Lombardy	9
Maplewood	17
Marden	13
Marlowe	22
Mayfair	21
Montroyal	6
Palisade	25
Paramount	14
Pemberton	4
Price of Plans	24
Randall	23
Reading	16
Refunds	24
Riviera	2
Rosedale	23
Split Levels	15 & 19
Ward	24

General Information on Homes of Color

As the well-read homeseeker may quickly notice, the homes shown in this planbook are rather closely patterned to reflect the recommendations of the *Women's Congress on Housing*. As might be expected, the several basic plans and functional features which they thought most important for different families in different price ranges required many compromises in detail. So also were they subject to further modification in order to achieve a variety of personalized exteriors, without which so few would be permanently satisfactory.

In the interest of conveying "reality," our previous planbooks have favored the use of actual photographs of existing homes; but in order to assemble a greater collection of wanted features into immediate form — as well as secure them in production printable colors — this book is made up primarily as an artist would "materialize" an architect's "custom plan" — to show a home as *planned*, but *not yet built*. (Actual photos back of book. Your comments on the difference of presentation will be useful as a future guide.)

Building costs can be determined only by a competent contractor from Plans and Specifications. Naturally a material list is helpful, and the more complete the plans, the closer or more accurate the estimate. Our plans show 5 to 7 large sheets. They are designed to meet the requirements of all lending agencies, and will help any builder to construct a better home.

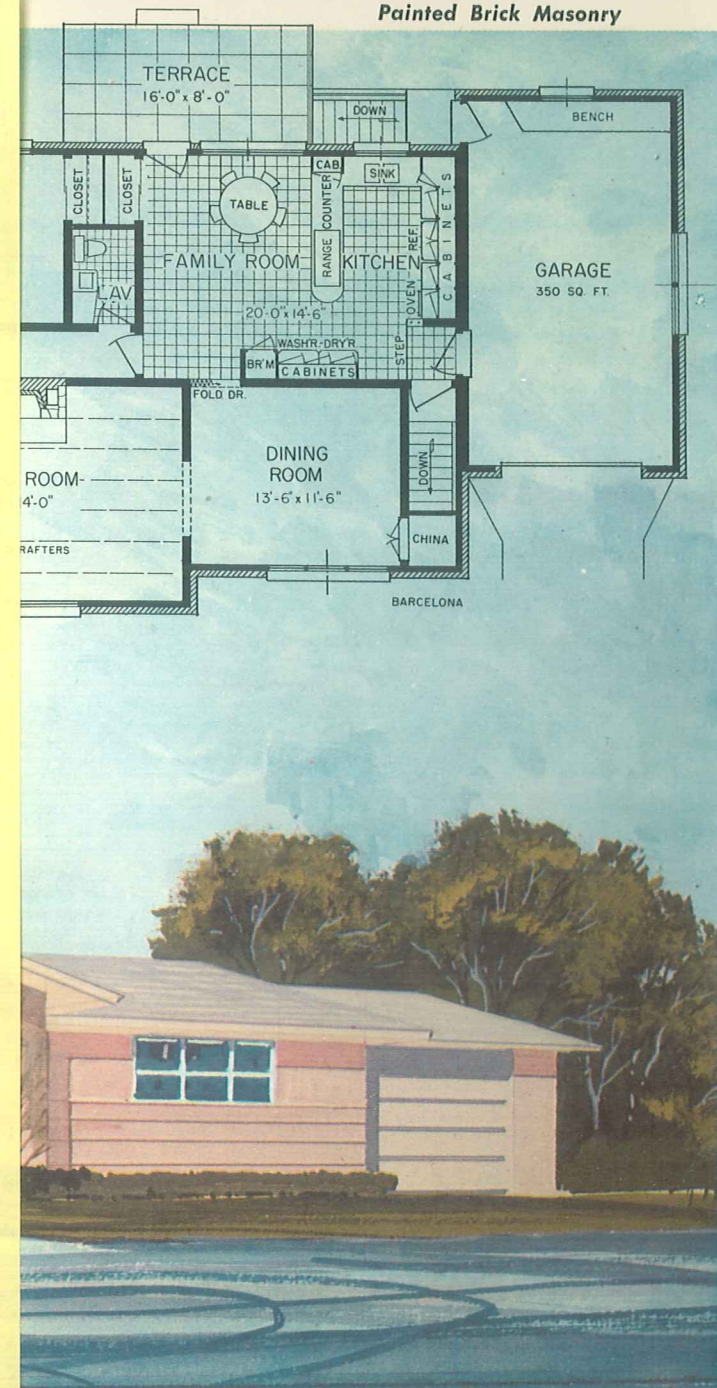
In order to help you arrive at *approximate* costs of these homes, we have included with each plan the *Square Footage*. Your local lumber dealer, lending agency, or builder can suggest the price range, as applied to different types of construction. Quite naturally, this can be only *approximate*, might need a little "uppage" if the house is undersized or "loaded" with equipment, and could be lower where rooms carry more space for the same number of doors, windows and closets.

The Local Dealer who sponsors this book to encourage Homebuilding should be your best source of information on general cost, available loans, and reliable personnel to build these particular homes in your community. He does *not* require us to sell plans *only* through his office but will be glad to order plans for you on his credit if you desire to inspect them before payment.

If, on the other hand, it is more convenient for you to order direct, you may do so by sending your check or money order to us, or requesting the plans sent C.O.D. See page 24 or Order Card, back of book.

In any case, if plans received are not entirely satisfactory, they may be returned within 10 days for full cash refund. Plans used for securing loan commitments or building estimates may be exchanged for other plans of any design shown in our books for only \$5.00, without time limit, providing they have not been used for construction.

Painted Brick Masonry



The Barcelona

A "Dream Home" planned for living.



INDEX—Back of this Sheet

Dear Customer,

Whether you are planning to build immediately, or later; for personal use, or for sale on a competitive market; we welcome this opportunity to be of service to you.

The choice of designs we show, the range of plans, and the building aids we offer, are intended to help you along.

As this book goes to press, there is much difference of opinion about the total number of "building starts" for the coming year; very little doubt of a "planned tightness" of money, to stop or slow down the march of inflation.

Few doubt that there will be sufficient loans available for the more persistent, or those who have some savings or equity to put into their program; but of necessity, (and as always) those who have waited longest or saved least for that "down payment" will probably have to wait longer still, or pay most through a "package deal," to own their home.

At this point we might add that we have had a preview of many of these "new deals," and a chance to analyze some. In the scramble over who will supply those new homes actually built, competition will be keen. Those who have their plans and loans approved can expect their money's worth. Others should weigh most carefully the many "pay-easy" deals they hear about—the smaller rooms, higher upkeep, longer payments, so easily overlooked or omitted in the sales talk.

From our position, however, it still appears that the building public can reasonably expect to get most for its building dollar—personal satisfaction, long range enjoyment, and resale, if necessary—from the local material dealer, and the local, small crew, custom builder, with low "overhead" or operating expense.

ORDER CARD—In Back of Book

Above the advertising and beneath the varnish is the fact that the lumber dealer, with car load shipments, can usually supply every item which comes with a pre-cut or pre-fab "deal" at \$500 to \$1000 savings to you. And if quality is considered, (between the cheapest and the best,) the actual difference would appear to be nearer twice that much.

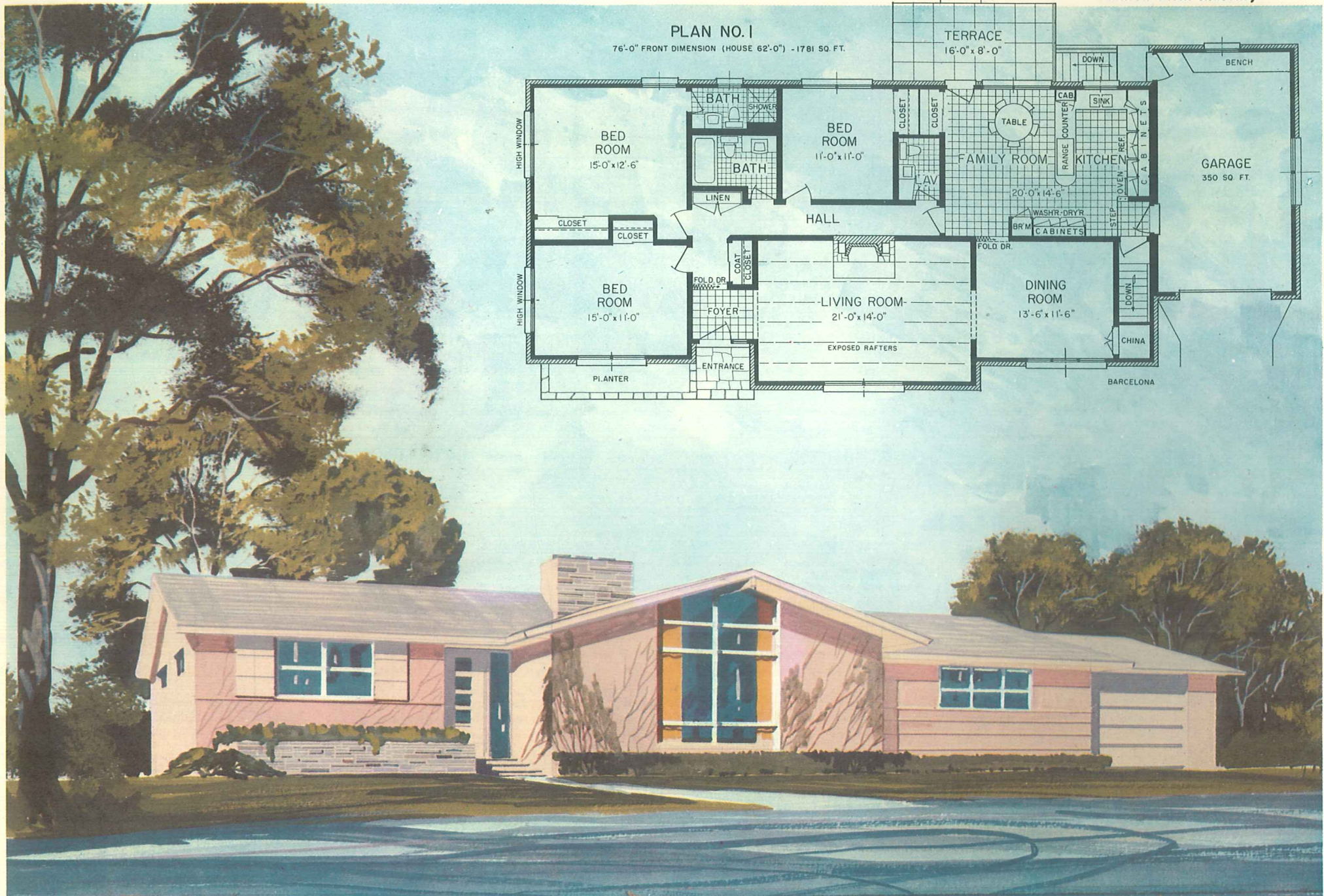
Also, where local "on the job" labor costs are such as to make it appear practical to "prefabricate" a home in a distant town, an increasing number of local lumber dealers are getting together their own subcontracting construction crews, or arranging to prefabricate home panel parts for the local building trade.

26,000 building material dealers, with an average of \$50-\$100,000 of inventory and investment each, can be reasonably expected to "meet competition." They cannot give you last year's prices in today's market; but most of them consider their business as permanent as your home—expect to sell you paint in the years to come—know the difference between a "fast buck" and a solid reputation.

Likewise, local lending agencies offer many advantages to the man who must finance his home, both for building, and over the years. They are usually "short" on money; they seldom advertise their bargains; they do not place "package loans" on the counter. They insist upon studying your plans, seeing your lot, being acquainted with your builder, and knowing you; but by so doing, they cut their losses low enough to pass a saving on to you—without kickback or subsidy from the seller or builder for an over-priced job.

If you are seriously interested in an individual, serviceable, lifetime home, we hope at least one of our designs and floor plans will exactly meet your needs.

STANDARD HOMES COMPANY



While the homes shown in this book are not identified with the individuals who created them, each plan was prepared by or under the direct supervision of currently Registered Architects.

In most states we can furnish these plans under the seal and signature of a locally Registered Architect (if required by local building regulations) at small additional cost. Prices on request.

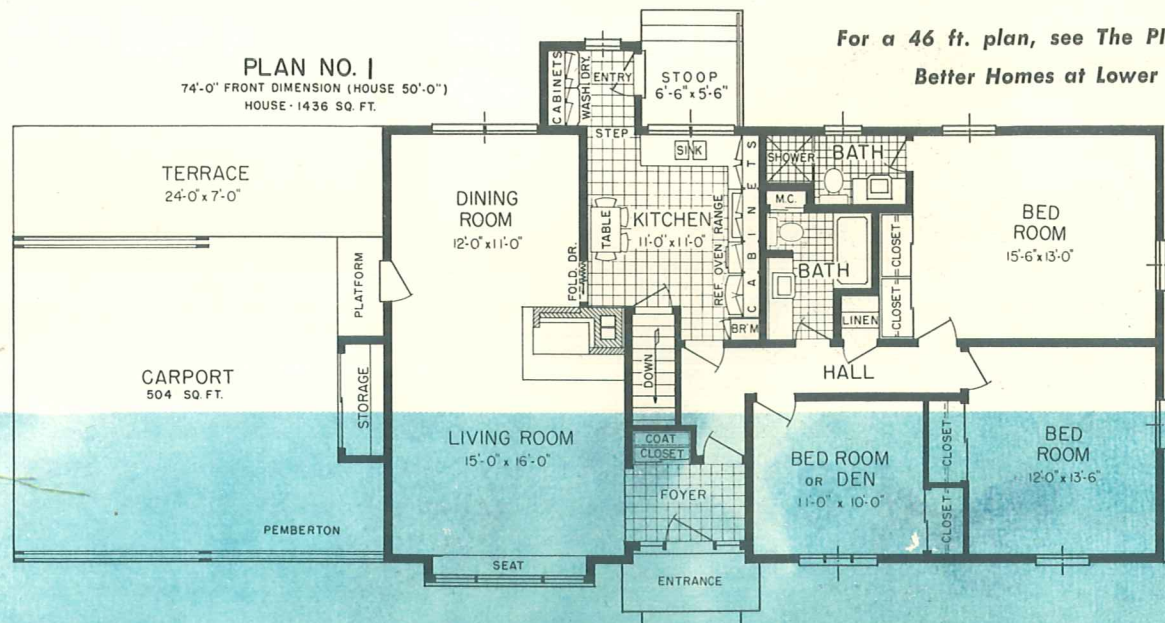
The Barcelona

A "Dream Home" planned for living.

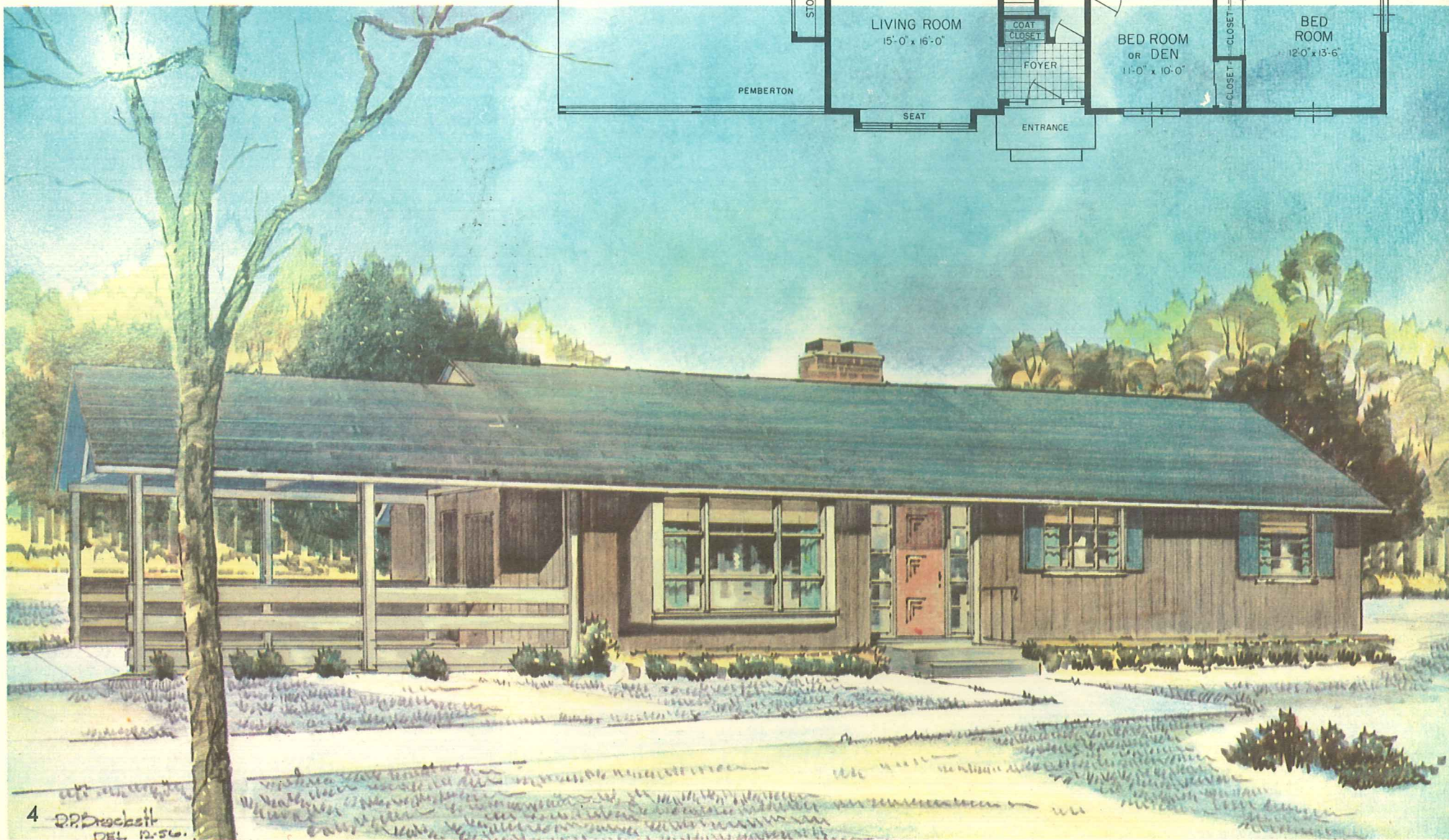
The Pemberton

A modern "Ranch House," all Home.

Looking for the Family Room?
It's in the Basement, under the Living and Dining Rooms; 26 feet long, with its own fireplace.



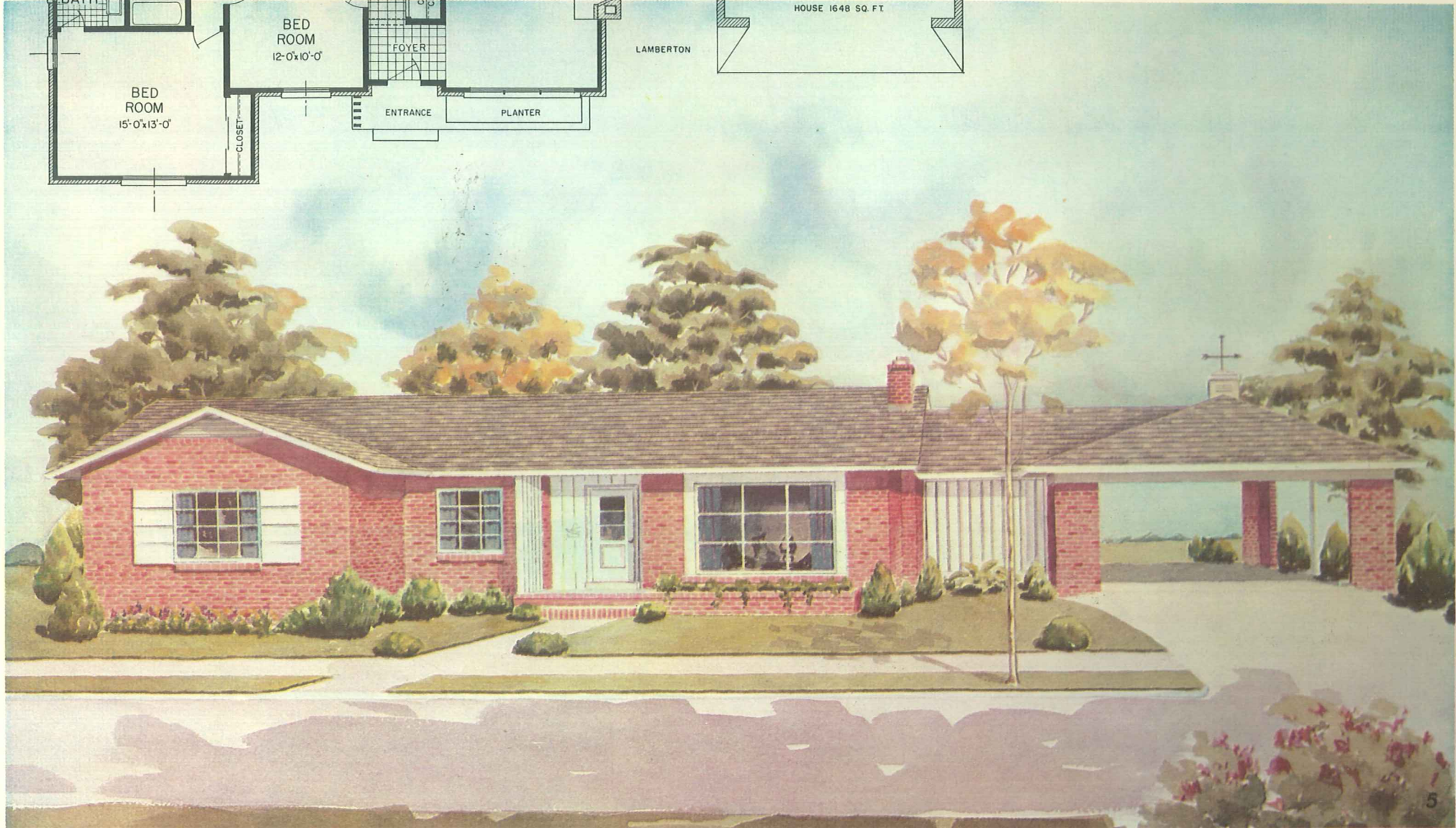
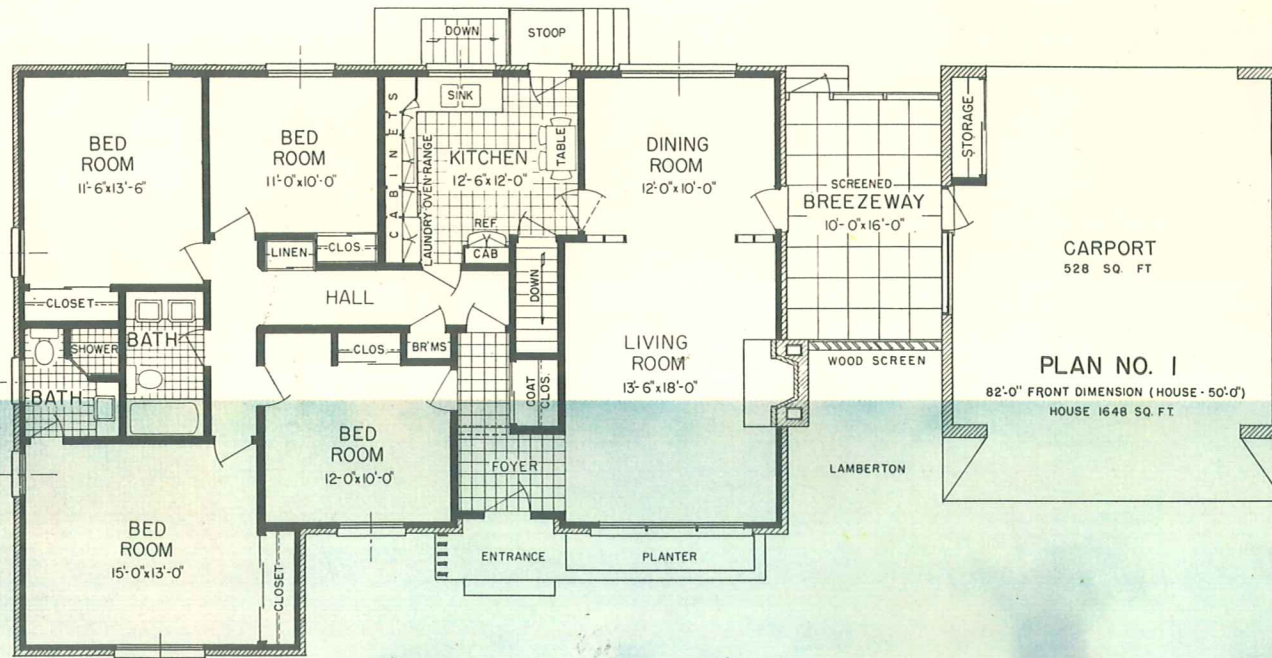
For a 46 ft. plan, see The PINELAND,
Better Homes at Lower Cost.



The Lamberton

Artist and Architect have here combined their efforts. Few homes in any price range offer so much.

Basement development in keeping.

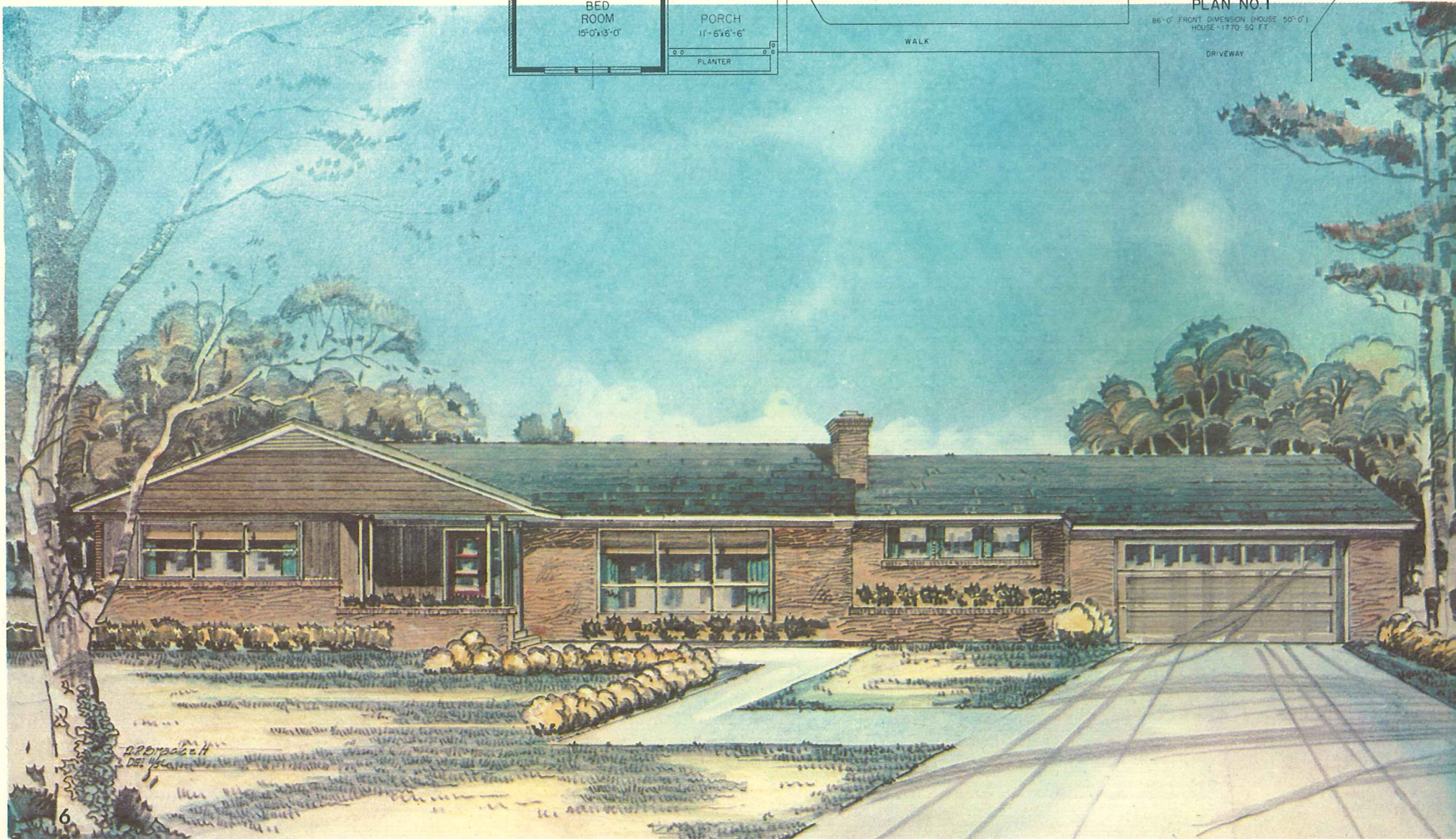
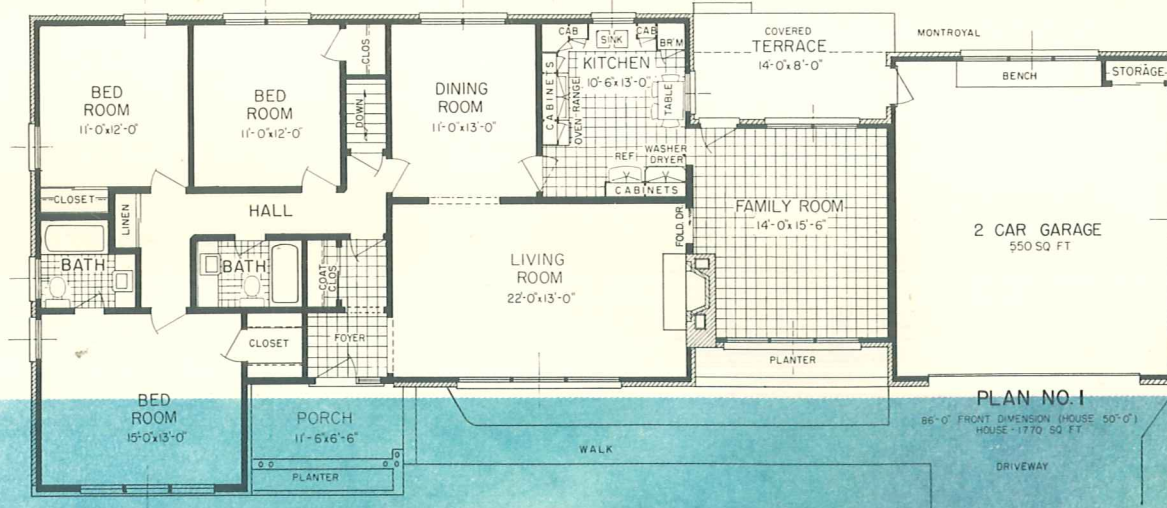


Brick Masonry

The Montroyal

Designed for gracious living.

Furnace and Storage under Family Room.
Basement fireplace in 25 x 26 Play or Recreation Room.

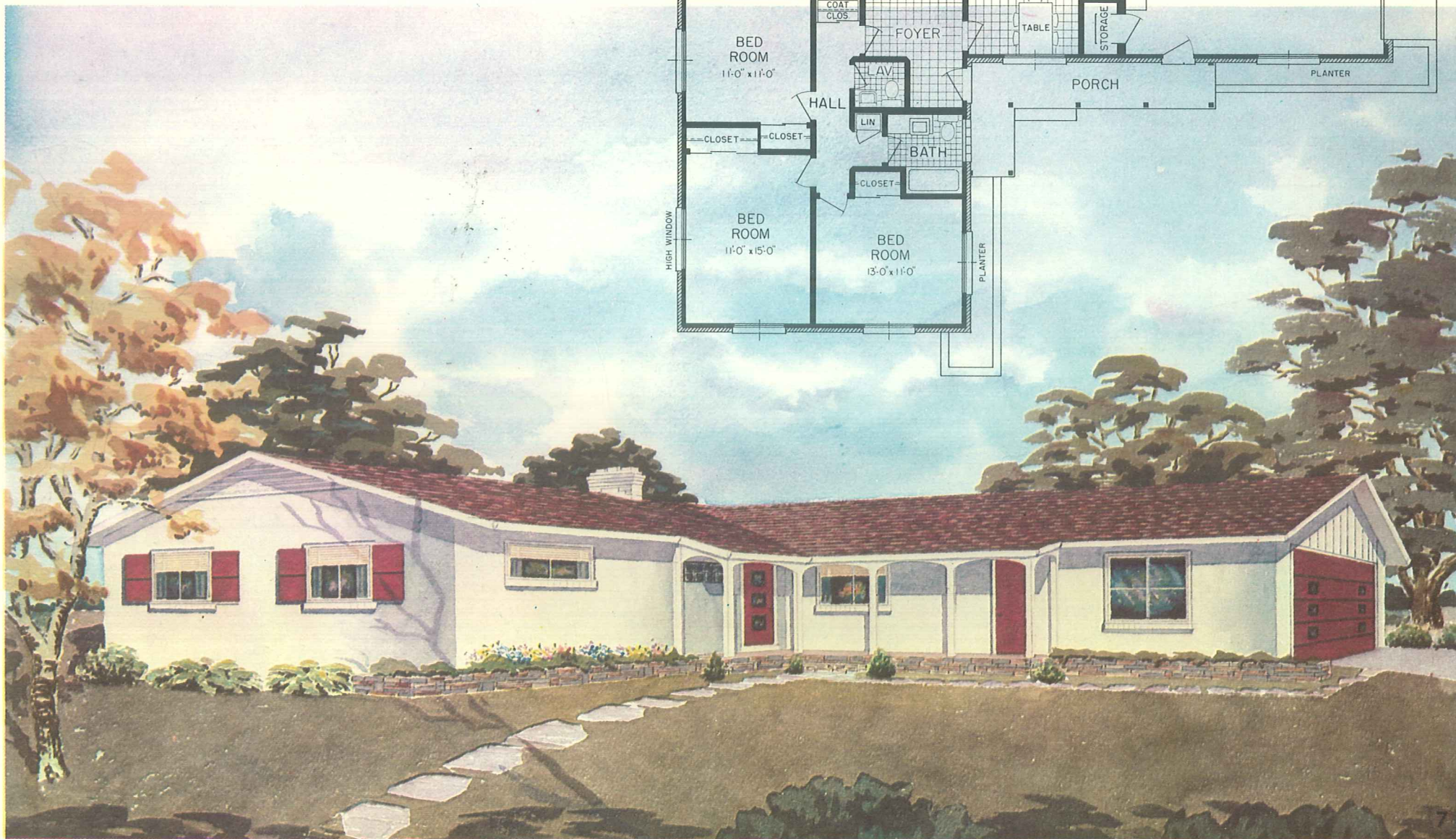
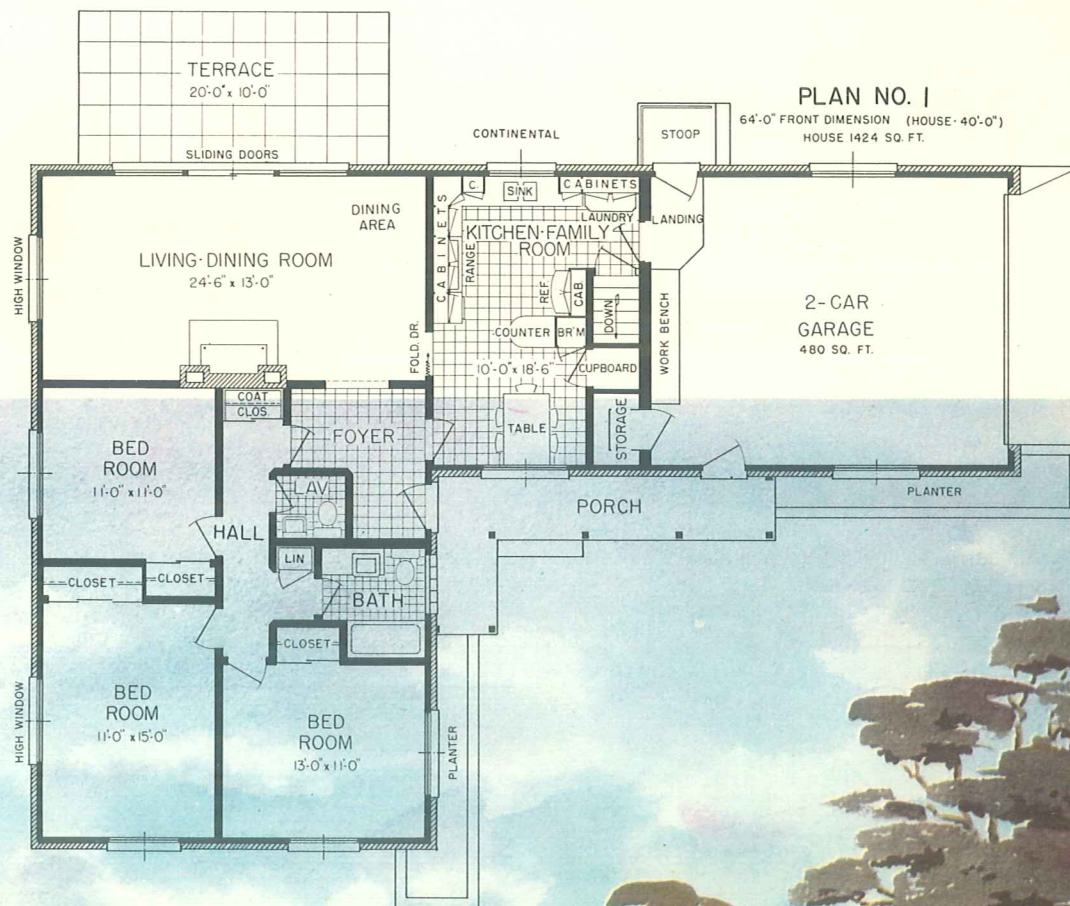


Brick Masonry

The Continental

Particularly well suited to a corner lot; Garage open to side street, front entry from either street, Living Room privacy from both.

The basic plan is not unduly large but the basement has a 20 x 28 Recreation Room.

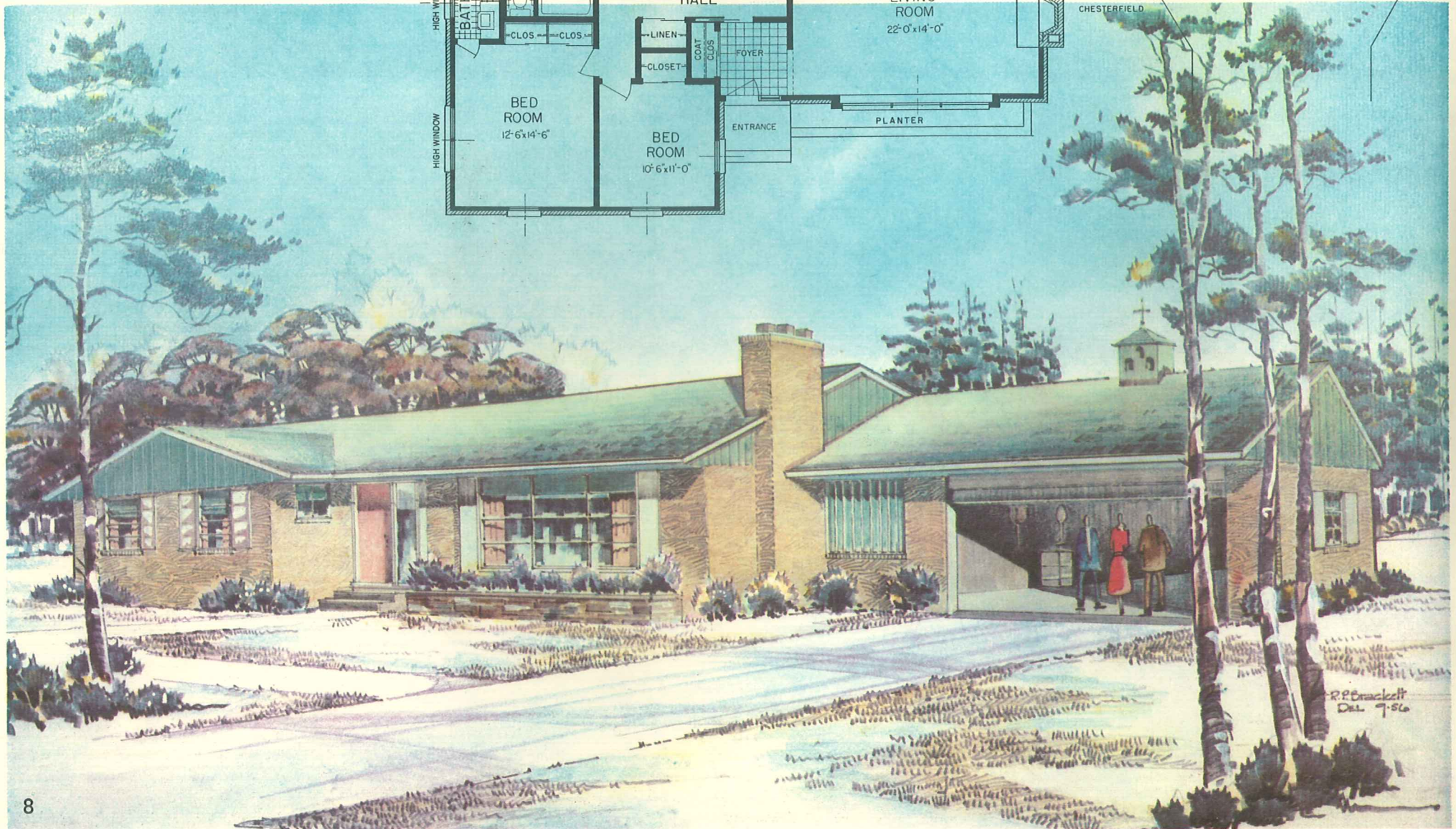
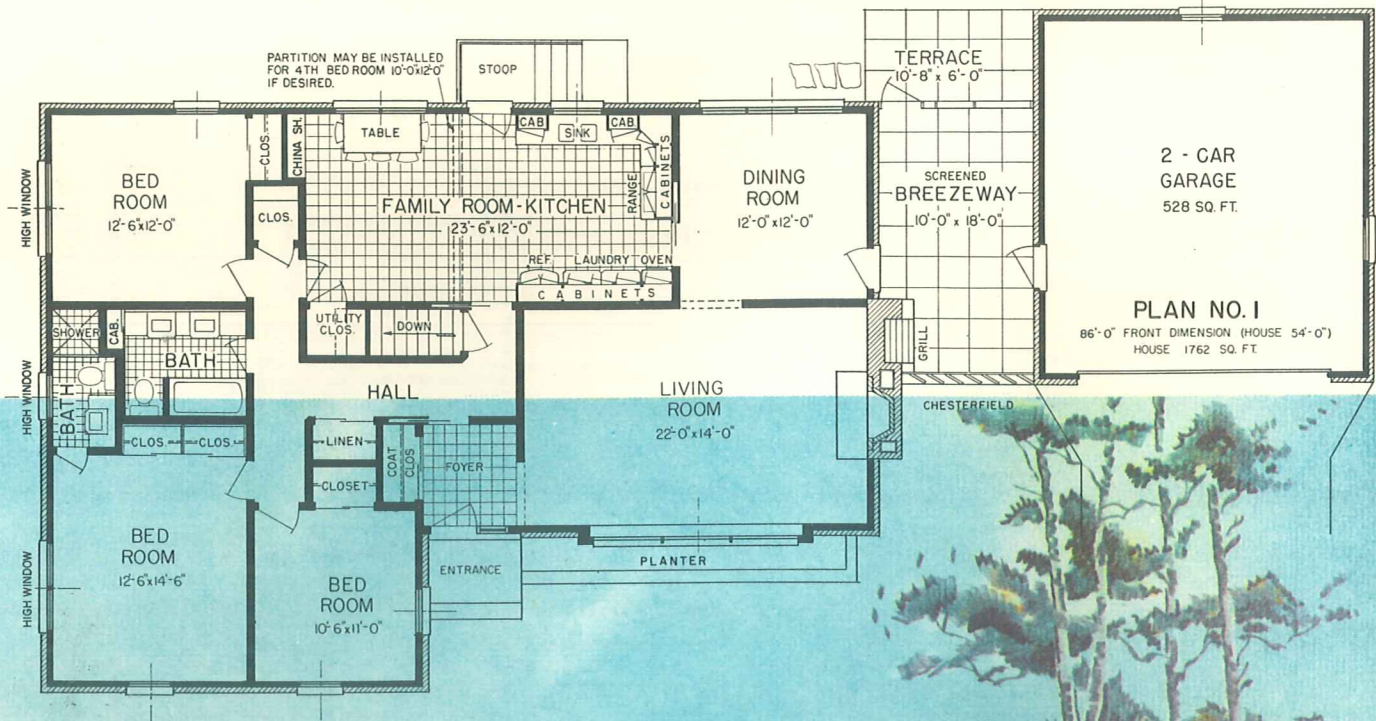


Painted Brick Masonry

The Chesterfield

An outstanding home for
an outstanding neighborhood.

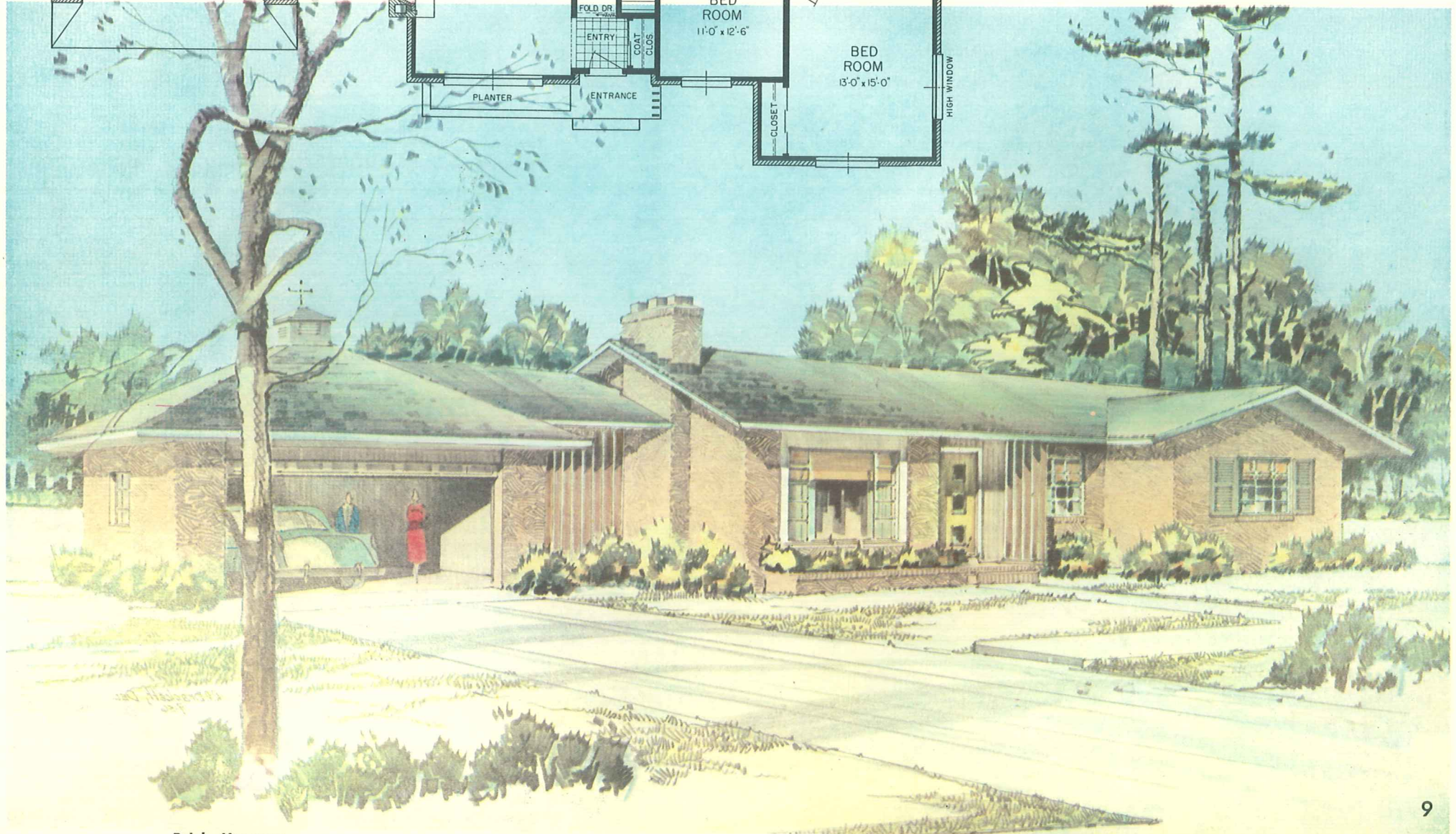
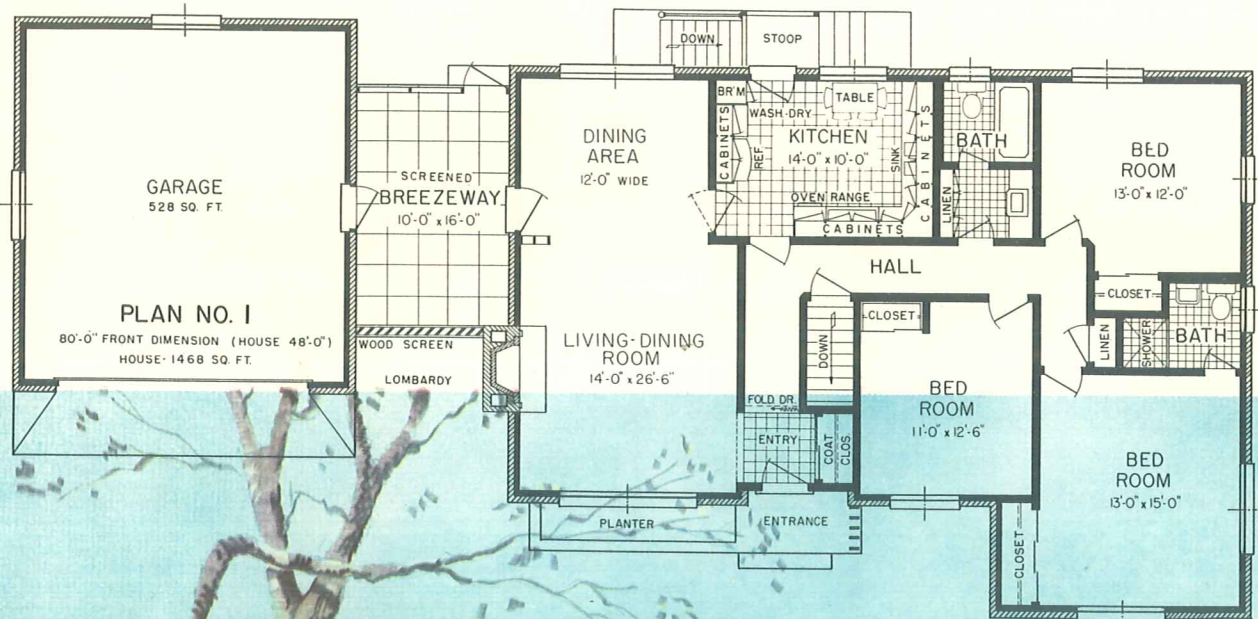
Extra fireplace in basement,
and Lavatory for Recreation Room.
Note provision for 4th Bed Room.



The Lombardy

A home of distinction in any community.

Furnace placed under the Breezeway provides an unobstructed fireplace for a ballroom size Recreation Area.



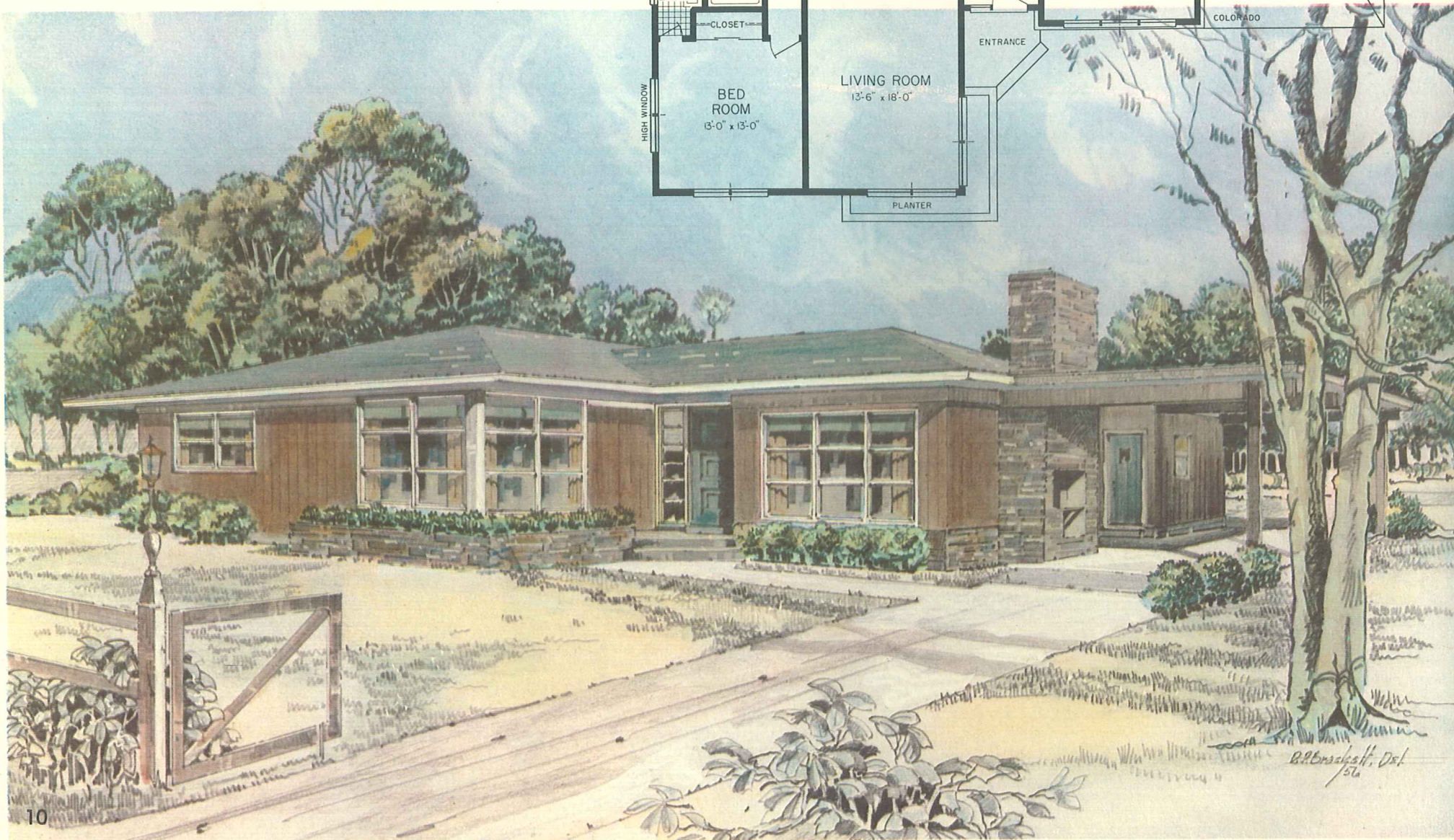
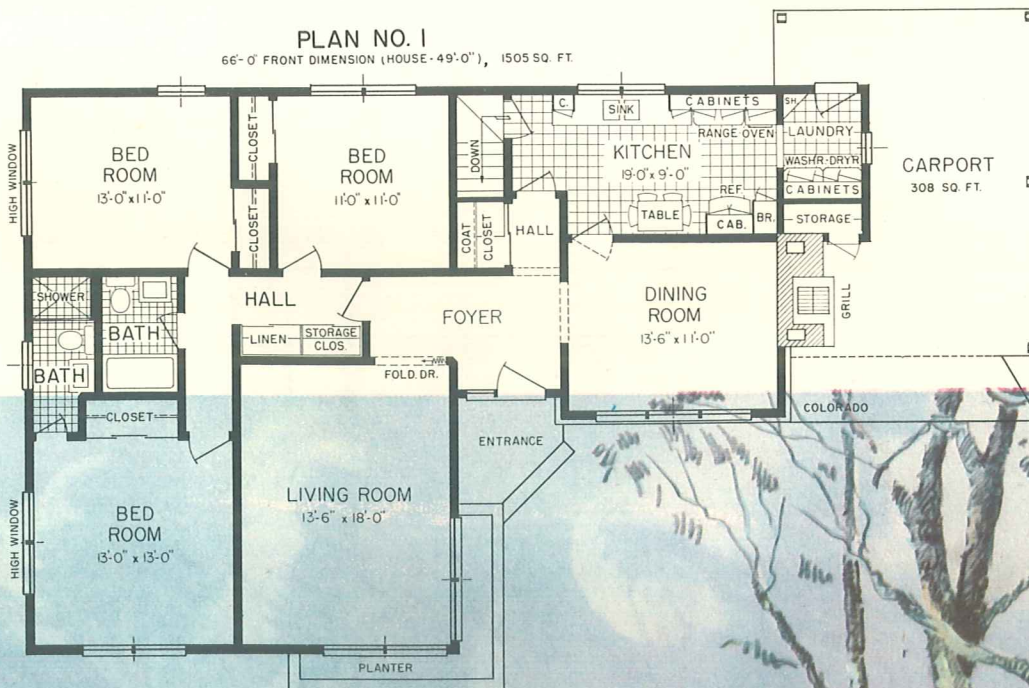
Brick Masonry

The Colorado

Conventional design, contemporary planning.

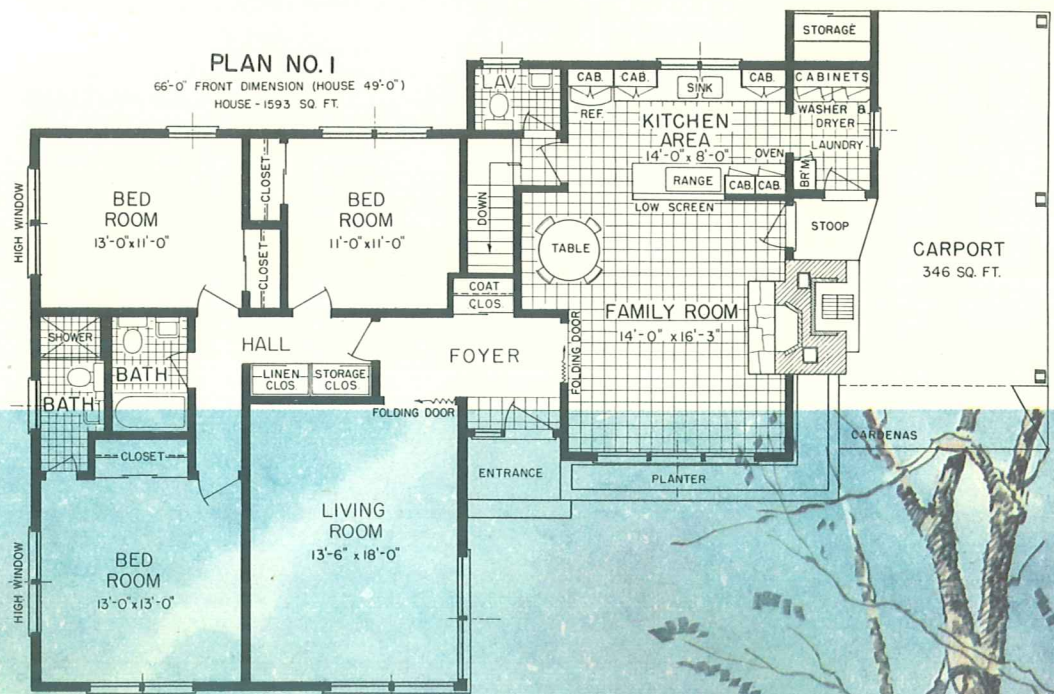
Carport grill, basement fireplace, and a full Dining Room.
Compare The CARDENAS for a first floor Family Room plan.

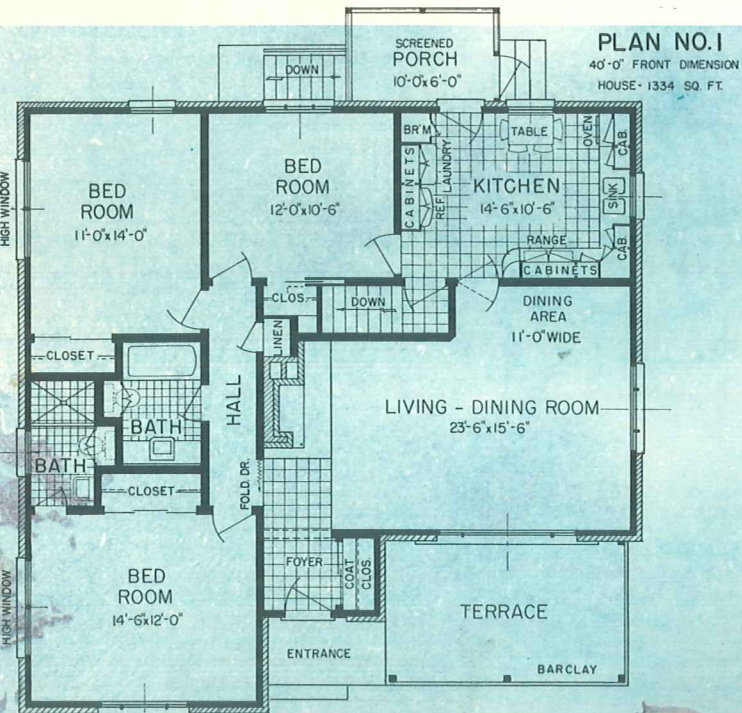
Both designs provide for an extra Lav. in the basement.



Architectural drawing of a ranch-style house with a floor plan inset. The house features a low-pitched roof, large windows, a stone chimney, and a covered porch. The floor plan shows a Living Room (13'-6" x 18'-0"), a Bed Room (13'-0" x 13'-0"), a Bath, a Closet, an Entrance, a Planter, and a Carport. The drawing is signed "R. Brackett 9/56 - DEL" in the bottom right corner.

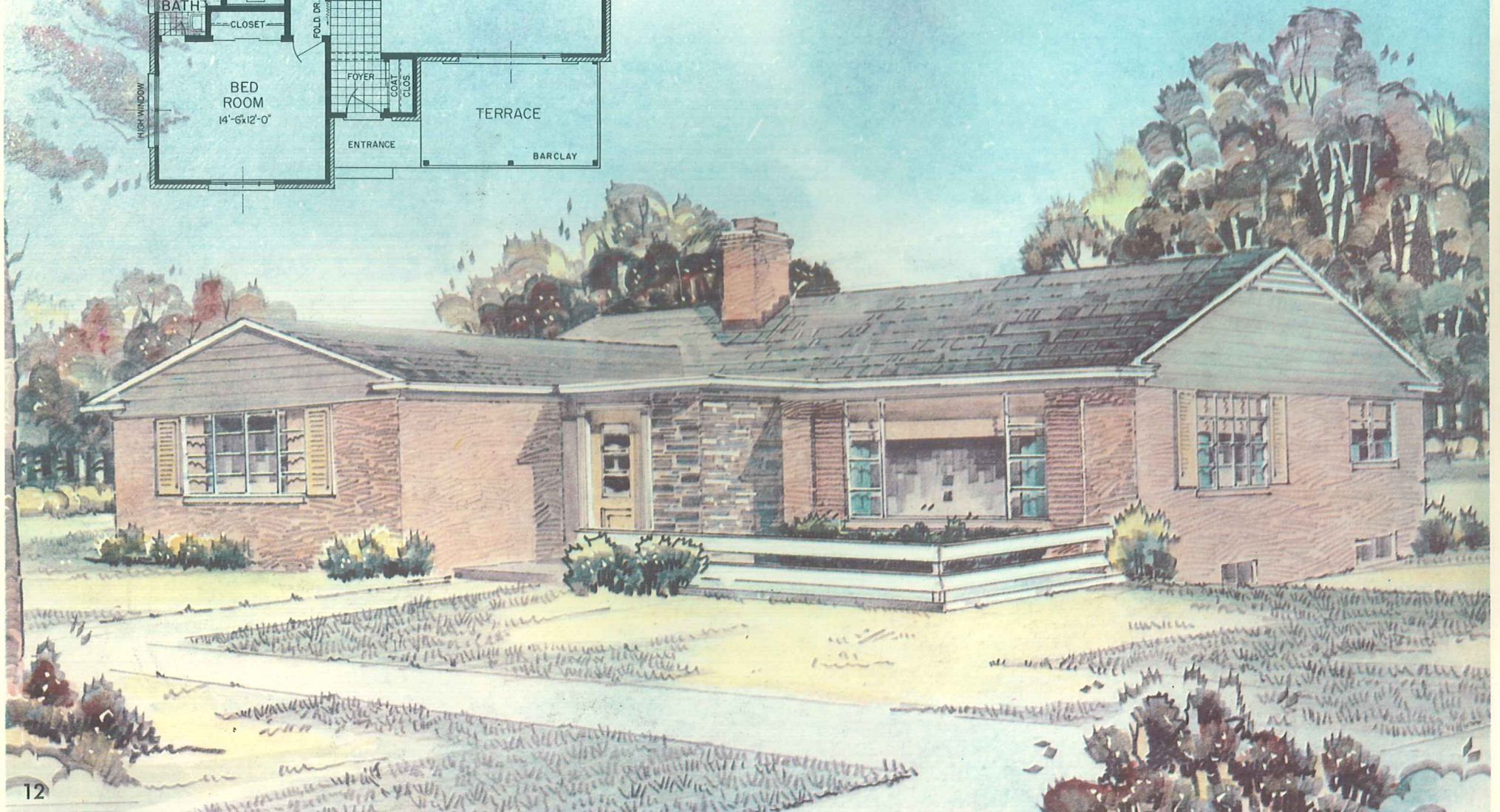
For formal Dining Room, compare The COLORADO.

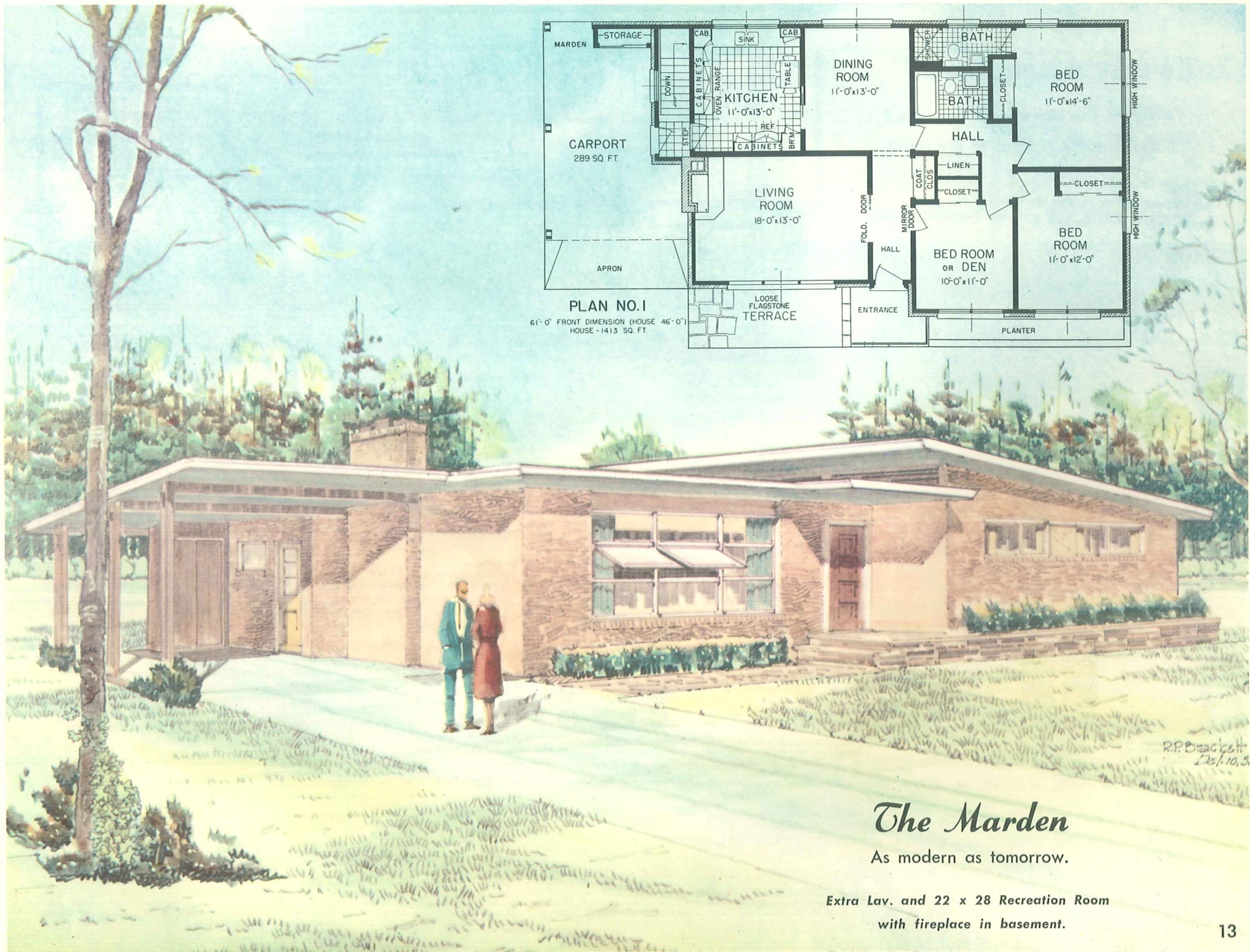




The Barclay

Well planned for lots
with limited side yards.





PLAN NO. 1
61'-0" FRONT DIMENSION (HOUSE 46'-0")
HOUSE - 1413 SQ. FT.

The Marden

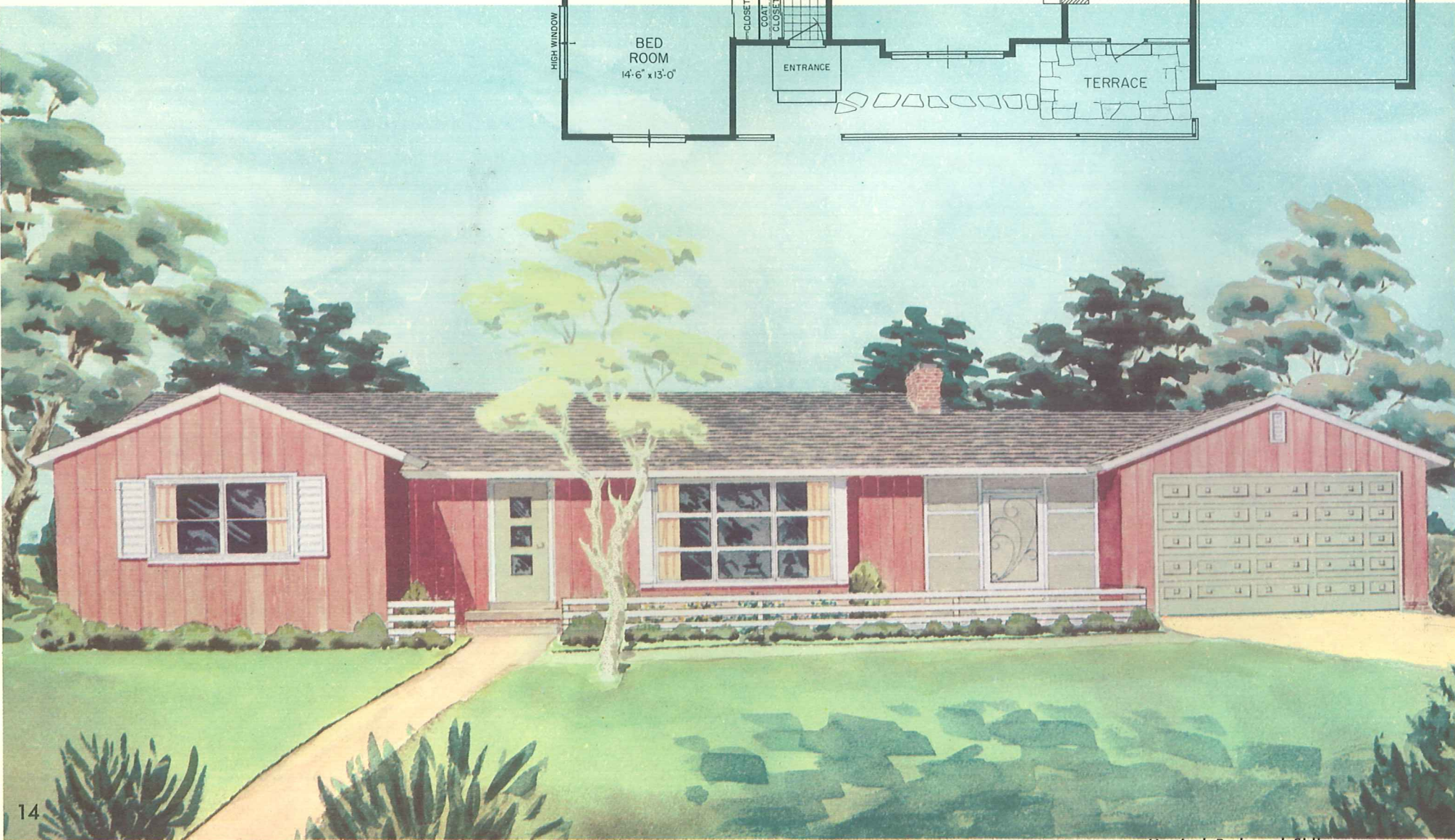
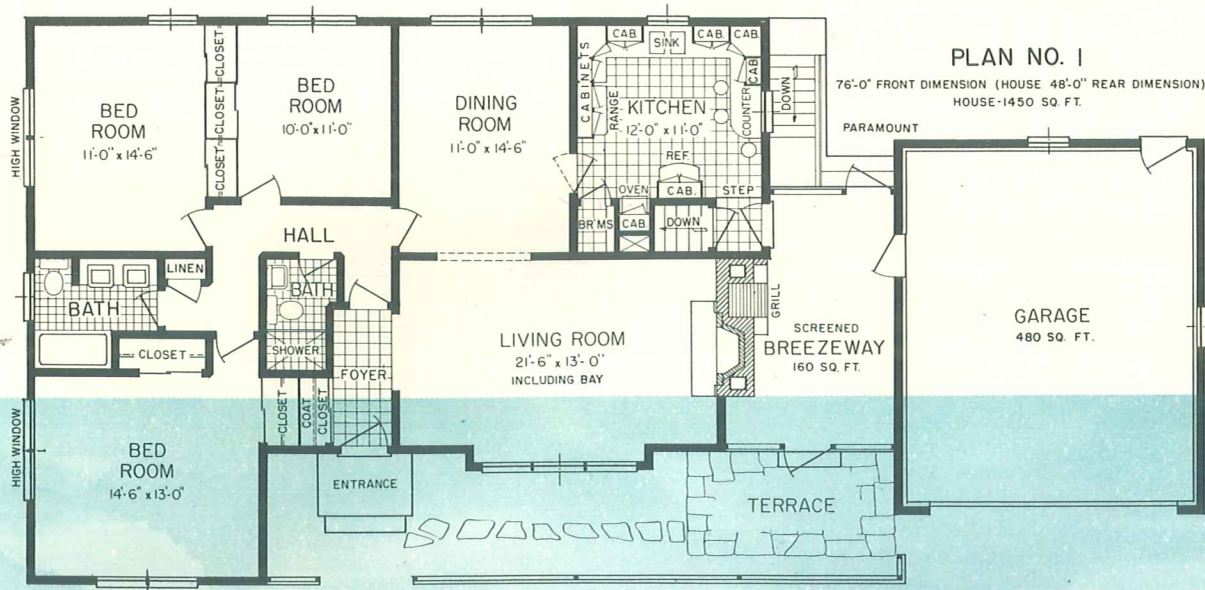
As modern as tomorrow.

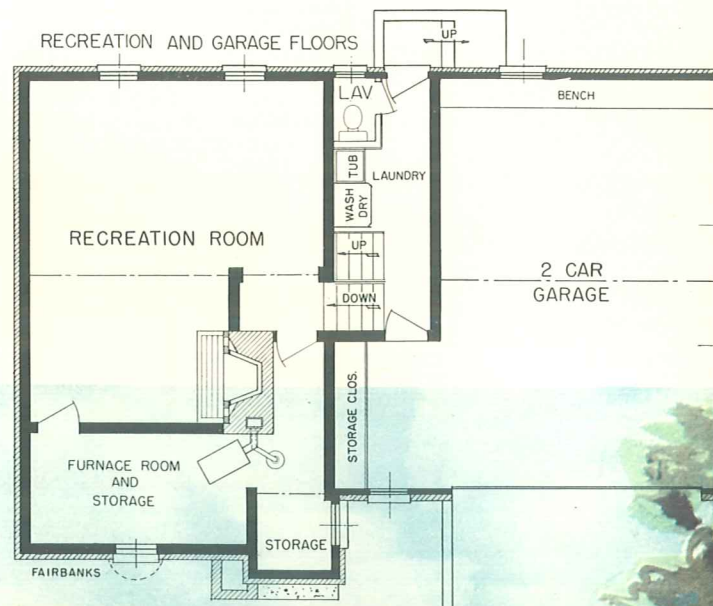
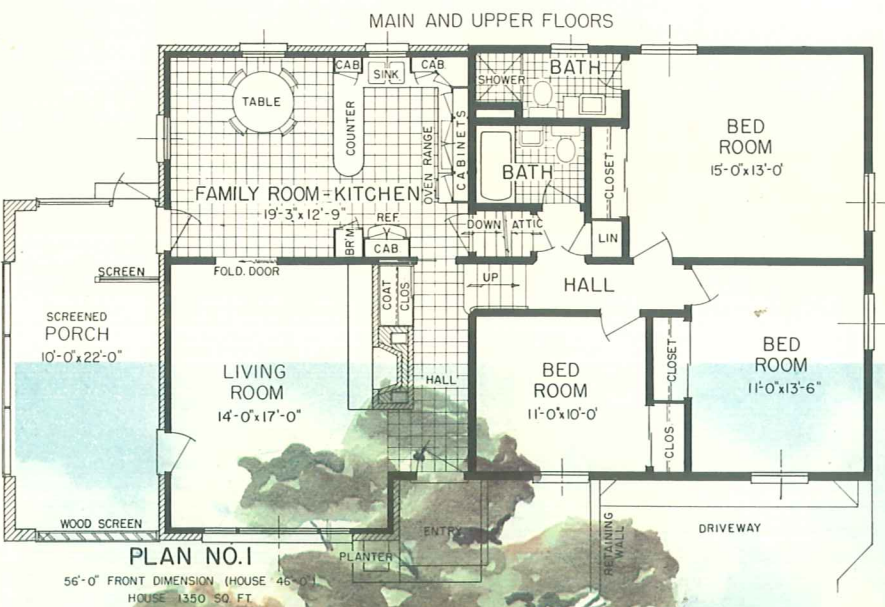
Extra Lav. and 22 x 28 Recreation Room
with fireplace in basement.

The Paramount

Many of the oldest and best loved
homes are the product of the forest.

Lots of space in the basement; fireplace, Lavatory, Utility, and general Recreation Area.

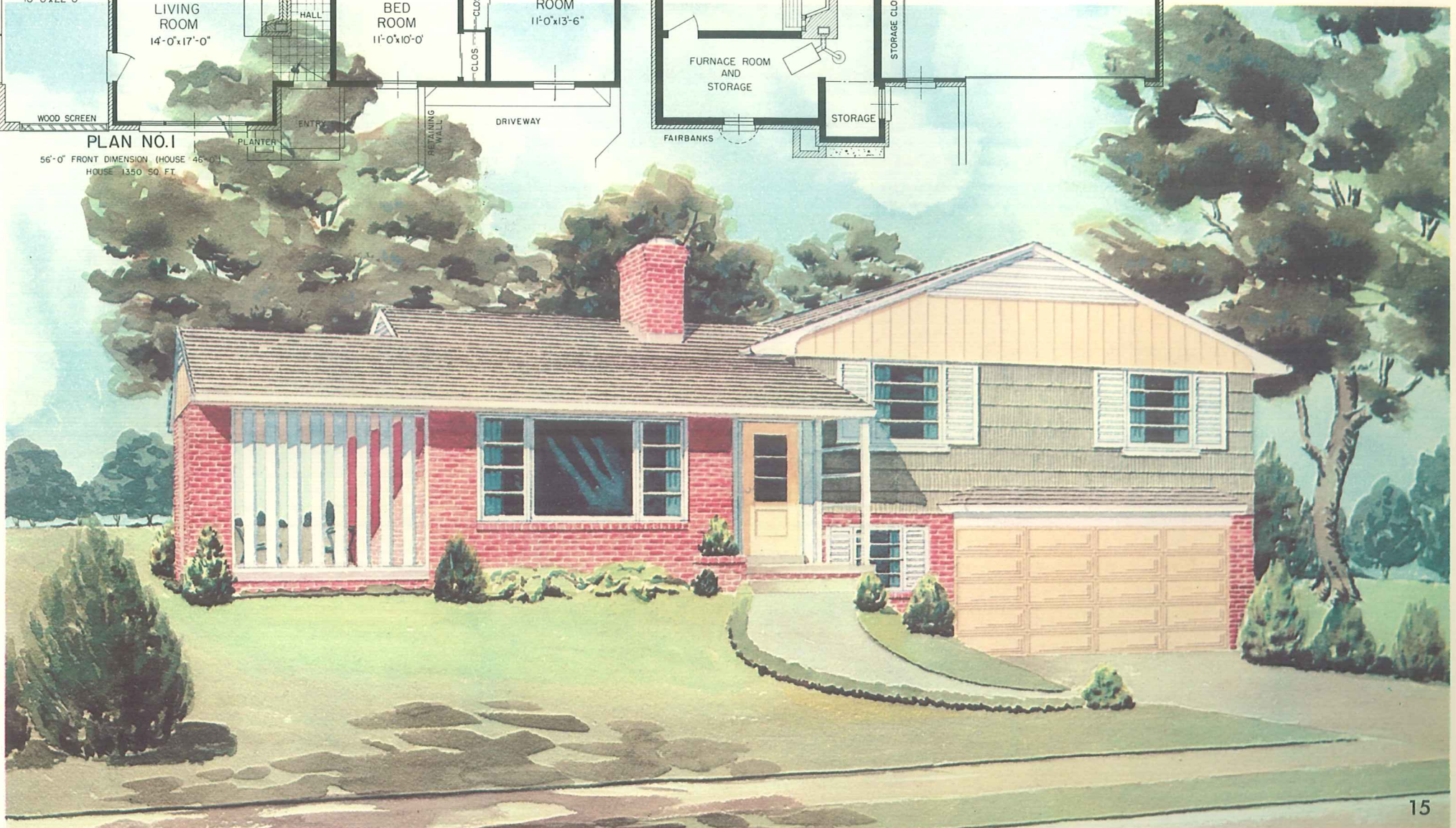




The Fairbanks

A Split-Level
of much appeal.

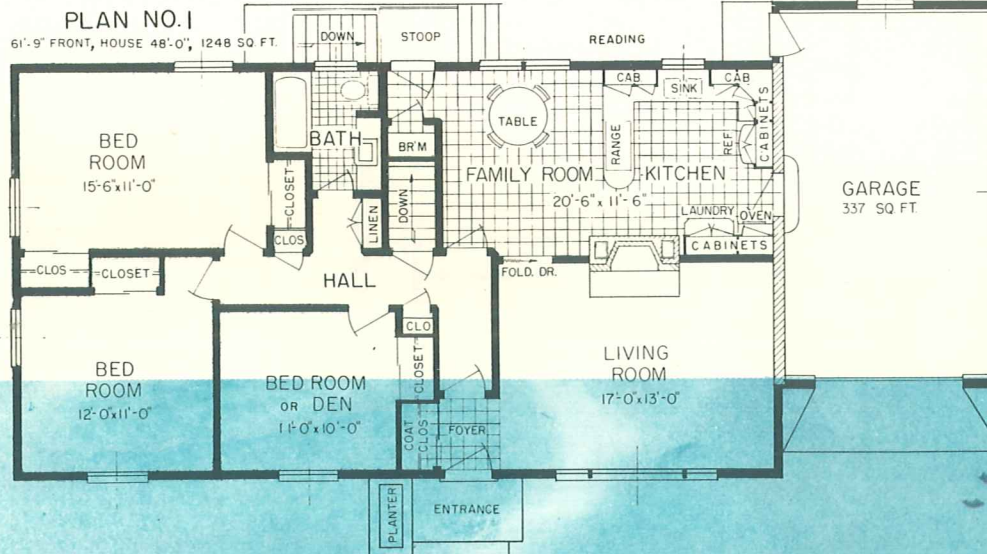
*The convenience
of a rambler, with the
privacy of a two story.*



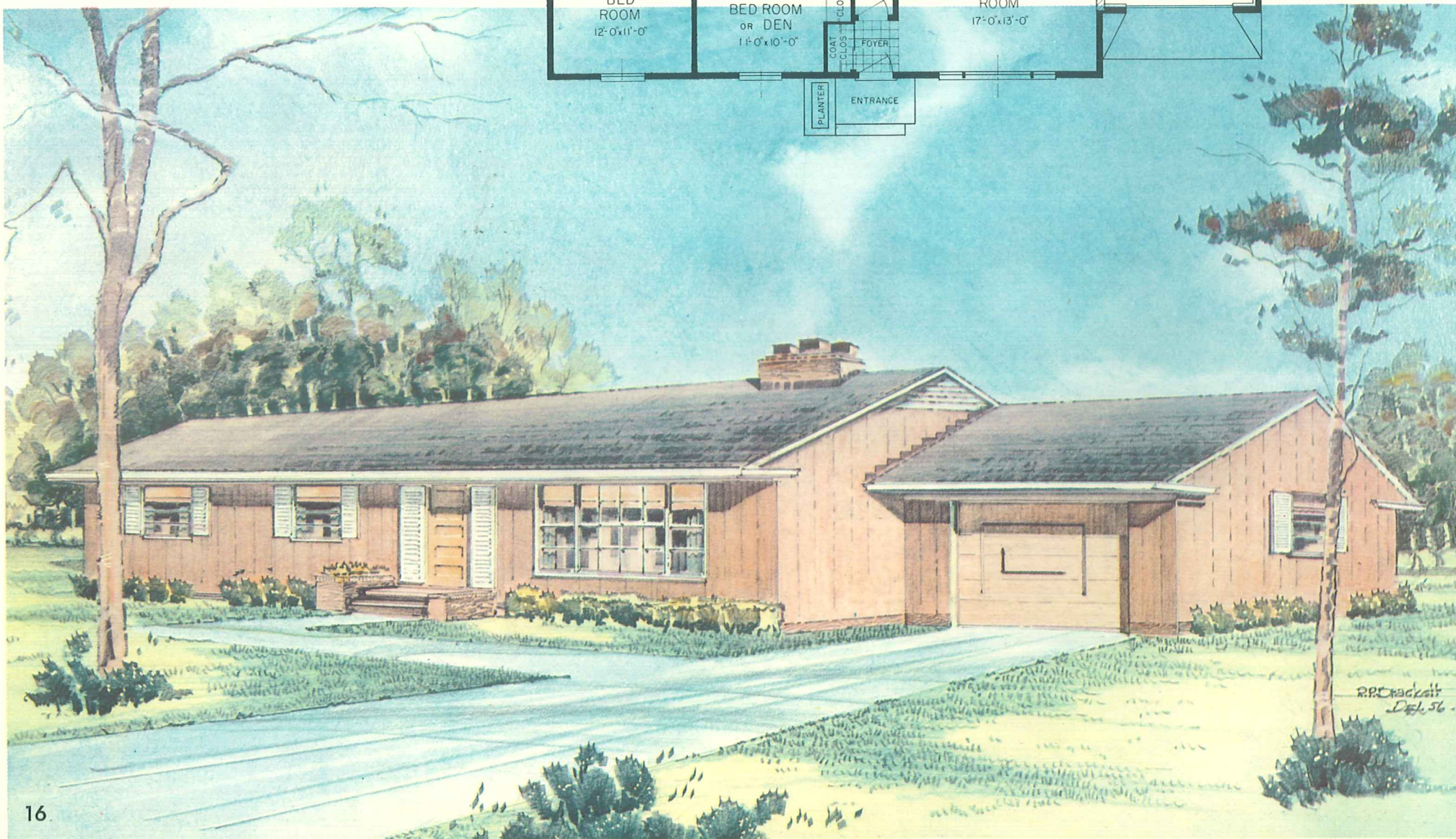
The Reading

Colonial charm, style for today, planned for a lifetime of pleasant tomorrows.

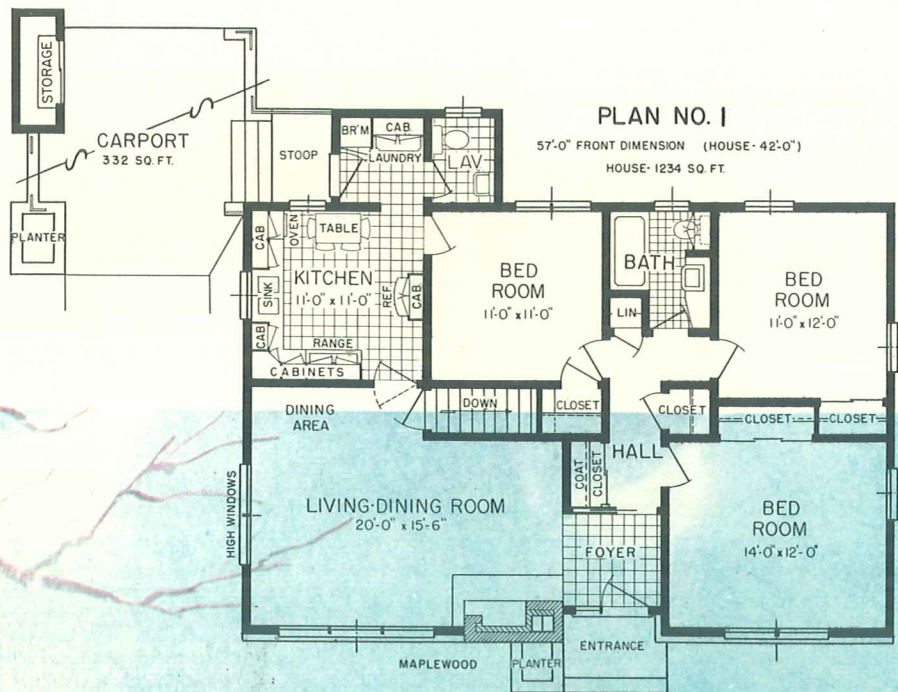
King sized Recreation Room, fireplace, Lavatory, Workshop and Utility space in basement.



For 2 other floor plans on this home, see the Redwood, Better Homes at Lower Cost.



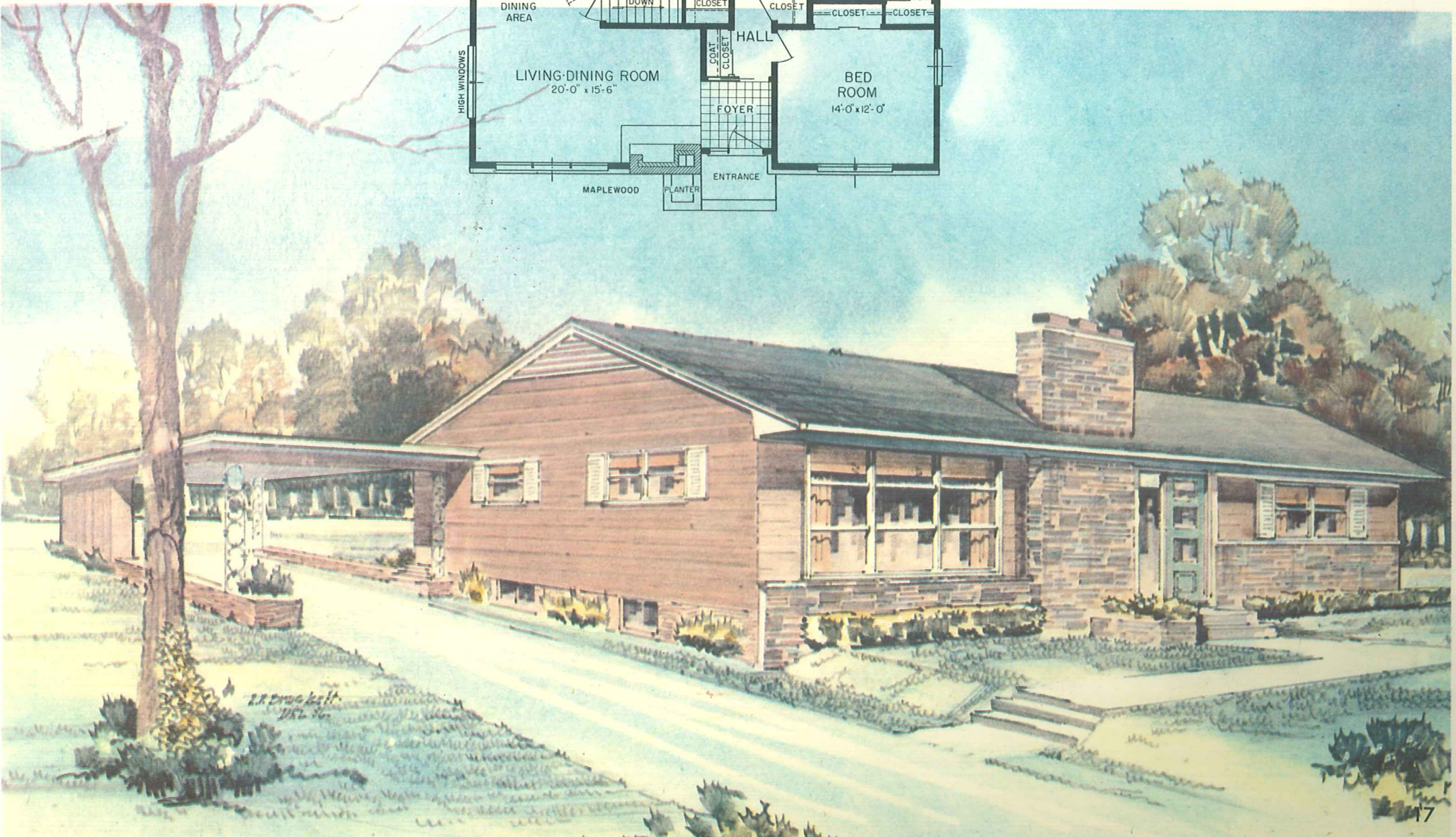
For a hip roofed companion design, but with an 11 x 18 ft. Kitch-Family Room, ask for The **SURBURBAN**. Homes of Today, '57-s.



The Maplewood

A Center-Hall plan is hard to find in today's economy minded market, but the Maplewood shows "custom planning."

For 11 x 17 Kitchen-Family Room, order plan K-F.



Ashlar Stone Facing

PLAN NO. I
60'-0" FRONT DIMENSION (HOUSE 46'-0") - 1292 SQ. FT.

SCREEN
TERRACE
14'-0" x 9'-0"

STORAGE

CARPORT
336 SQ. FT.

KITCHEN
10'-0" x 22'-6"
Includes: C.A.B., SINK, C.A.B., REF., COUNTER, BRM., CLOSET, DOWN, UP.

FAMILY ROOM
10'-0" x 22'-6"
Includes: TABLE, FOLDING DOOR.

PORCH
10'-6" x 6'-6"
Includes: COAT CLOS., SCREEN.

LIVING ROOM
20'-0" x 13'-6"
Includes: PLANTER, KENDALL.

BED ROOM
12'-6" x 10'-0"
Includes: CLOSET.

BATH
Includes: CLOSET.

BED ROOM
10'-0" x 11'-0"
Includes: CLOSET.

BED ROOM
13'-6" x 13'-6"
Includes: CLOSET.

HALL
Includes: LIN., CLOSET.

BASEMENT ENTRANCE

HIGH WINDOWS

Colonial charm, contemporary
simplicity, and planning for tomorrow.

CARPORT
336 SQ. FT.

LIVING ROOM
20'-0" x 13'-6"

ROOM
13'-6" x 13'-6"

PORCH
10'-6" x 6'-6"

COAT CLOS.

SCREEN

PLANTER

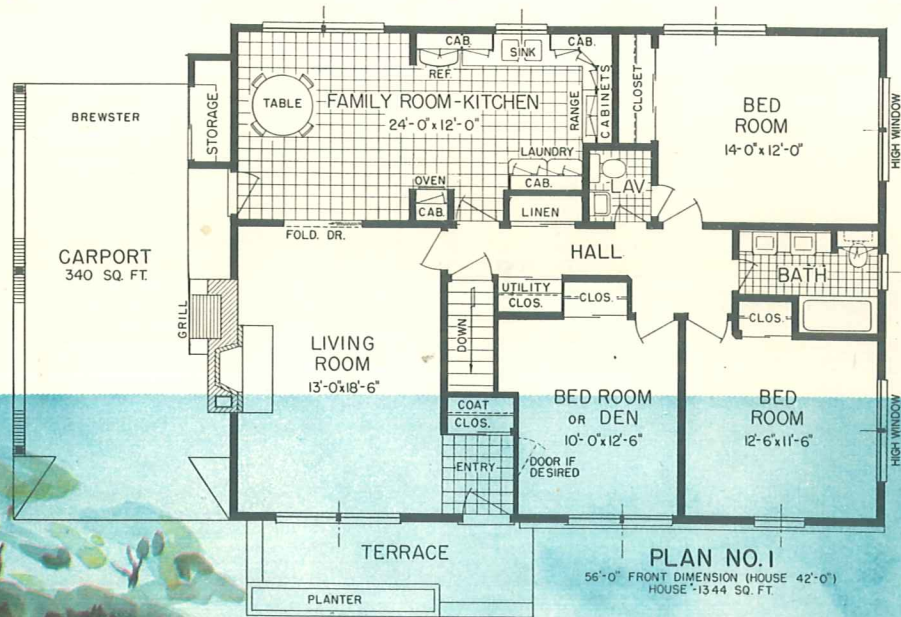
KENDALL

HIGH WINDOW

18

18

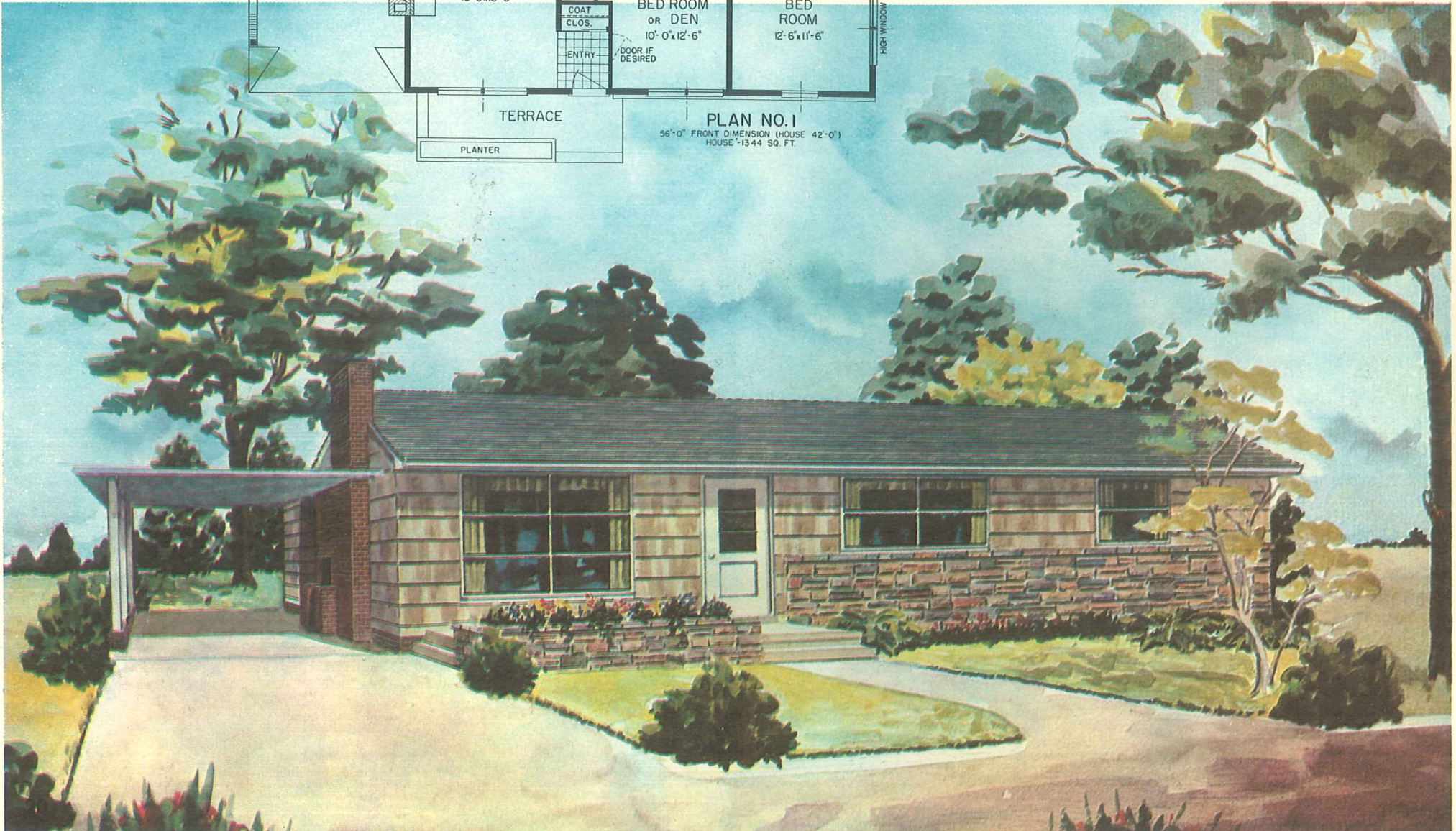
**Carport Grill provides
an extra "home center."**



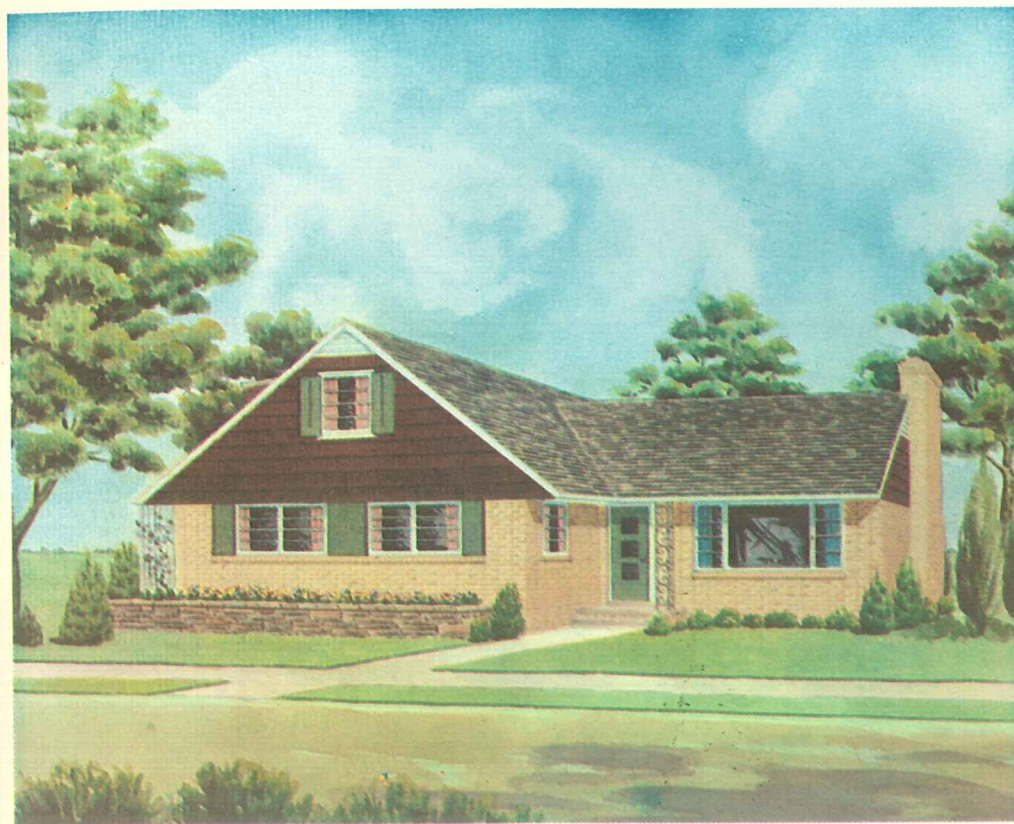
The Brewster

An economy design "planned up"
for a lifetime of step-saving comfort.

Plan No. 2 provides Basementless construction.

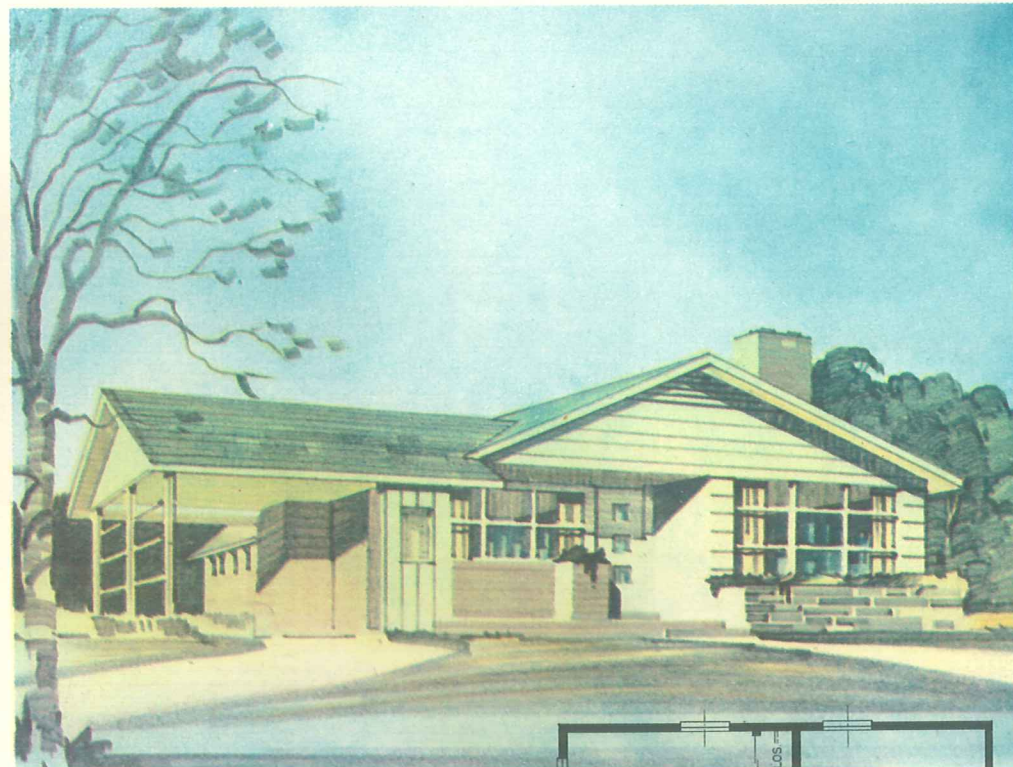
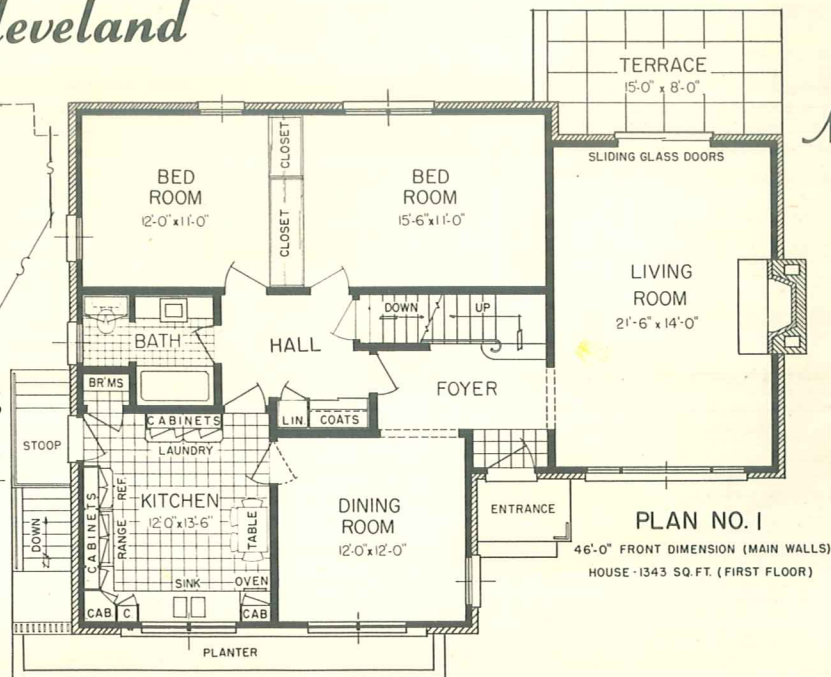
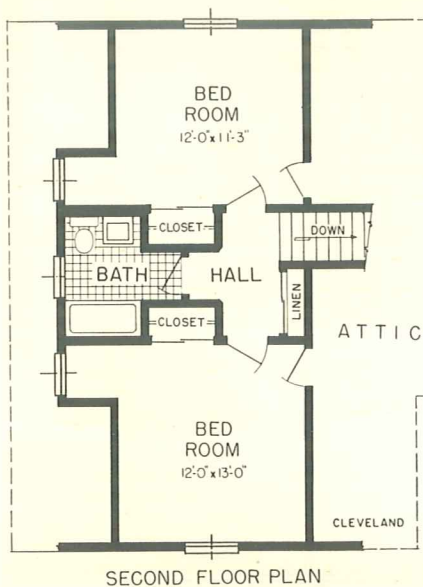


Ashlar Stone Facing



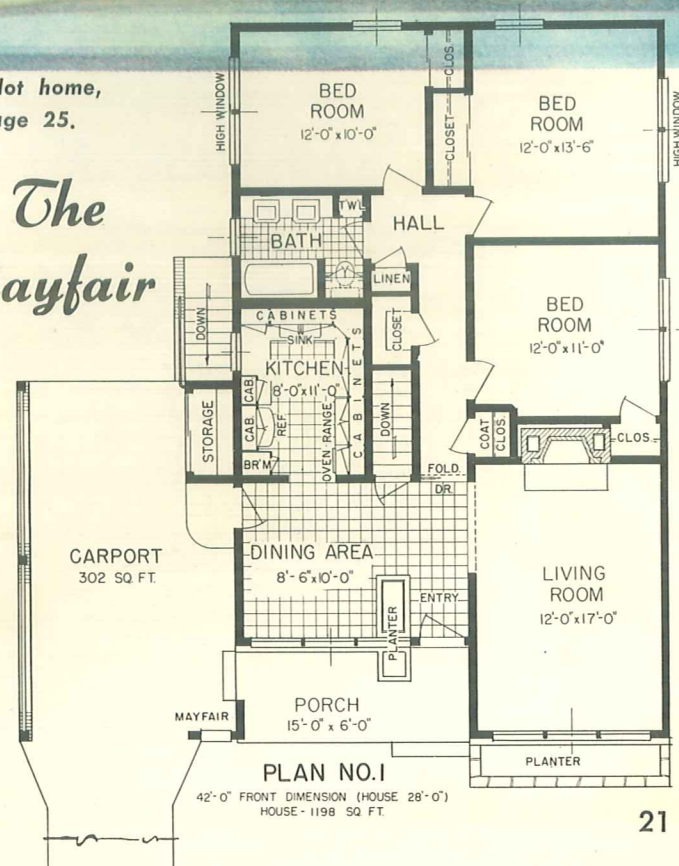
Brick Masonry

The Cleveland

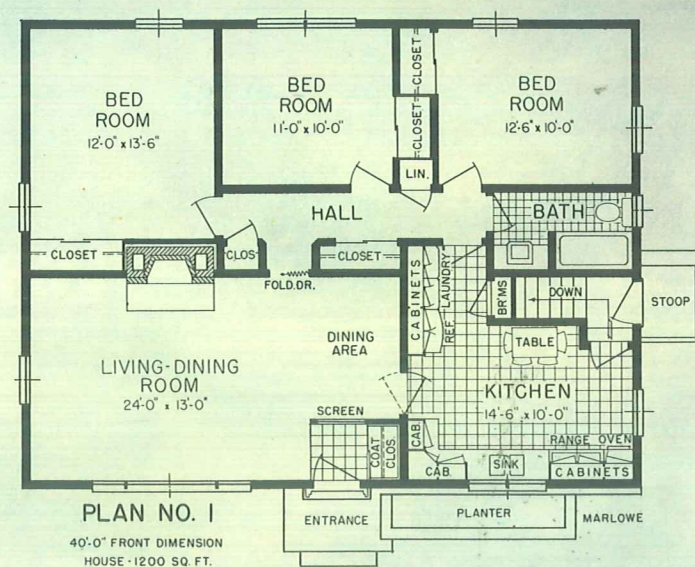


For comparable narrow lot home,
see *The BRANDON*, page 25.

The Mayfair



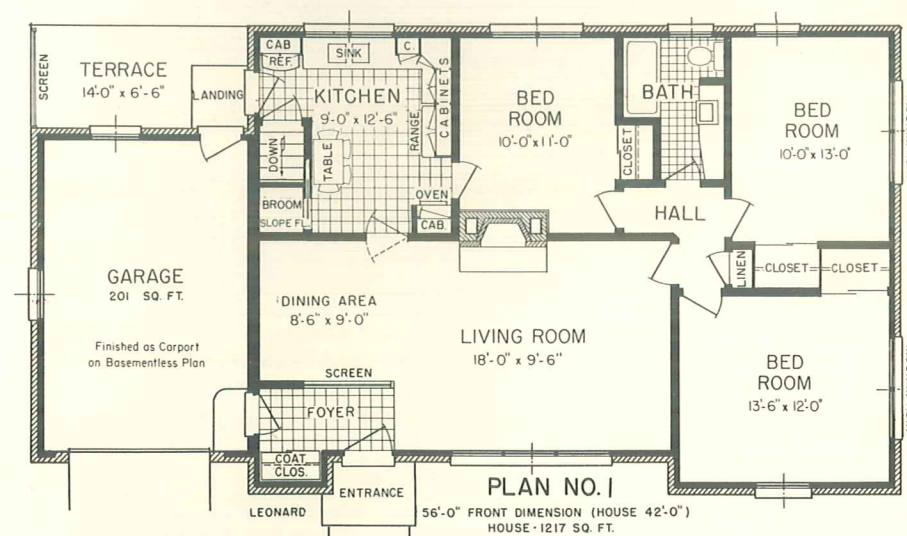
Stock plans give you the advantage of cost sharing on original drafting time, and may be exchanged at nominal cost for other designs, if necessary. Even where required changes are foreseen, stock plans can save both time and money in securing cost estimates or loan appraisals, and may be credited on Special Plans drawn to order at a later date.



The Marlowe

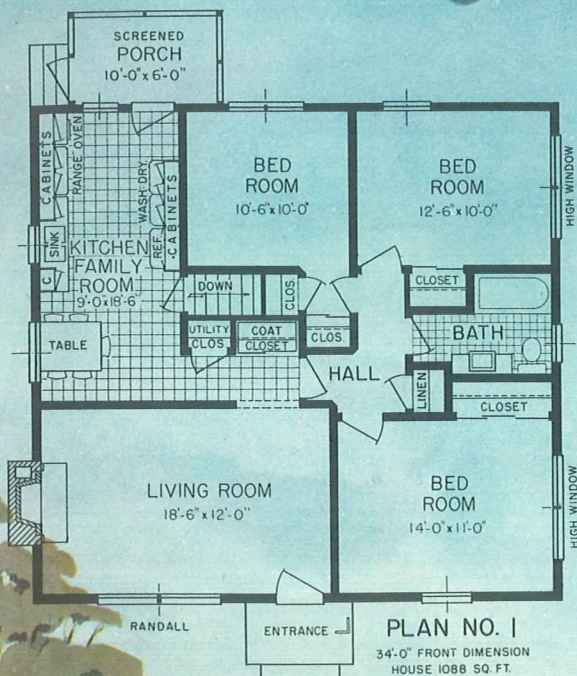


The Leonard

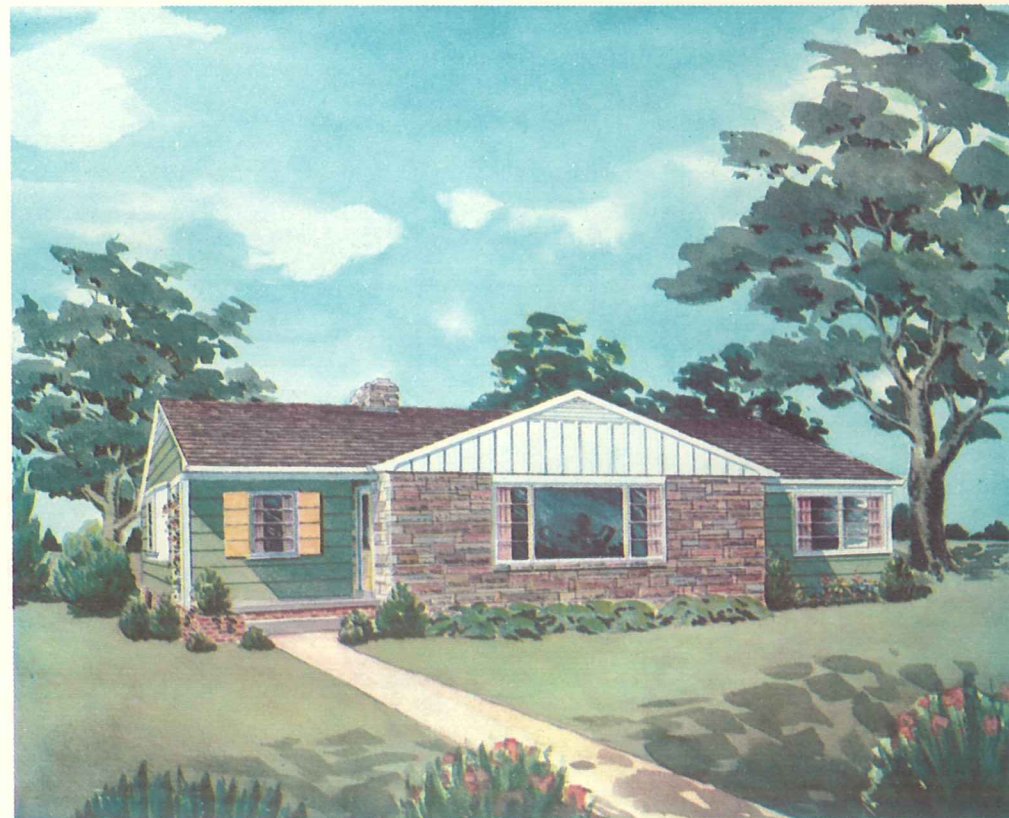


Lending agencies offering to make a substantial advance commitment on a home to be built, and contractors who value their time and ability to guarantee satisfaction, will require plans drawn up specifically for the type of outside wall material in which you intend to have your home constructed.

All plans shown in this collection will be furnished as shown or in alternate materials suggested at prices given, bottom of page 24 and on order card.

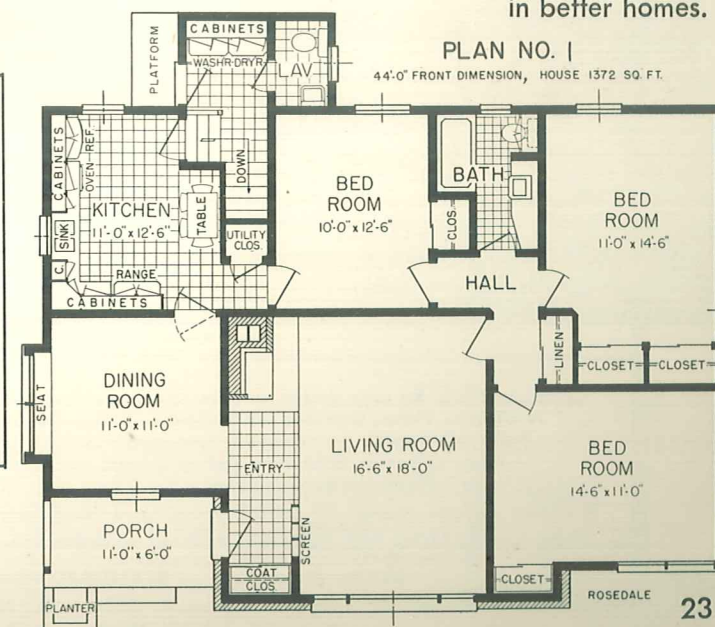


All plan sales guarantee "satisfaction or money back." Even after securing cost estimates or loan appraisals, (but not used for actual construction) stock plans may be exchanged for other designs for only \$5 handling charge.



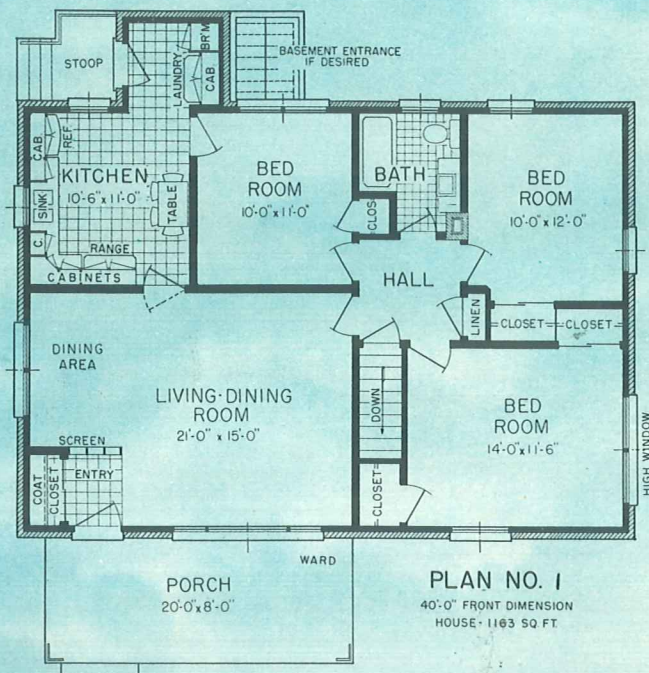
The Rosedale

For two other plans see the Radcliff in better homes.

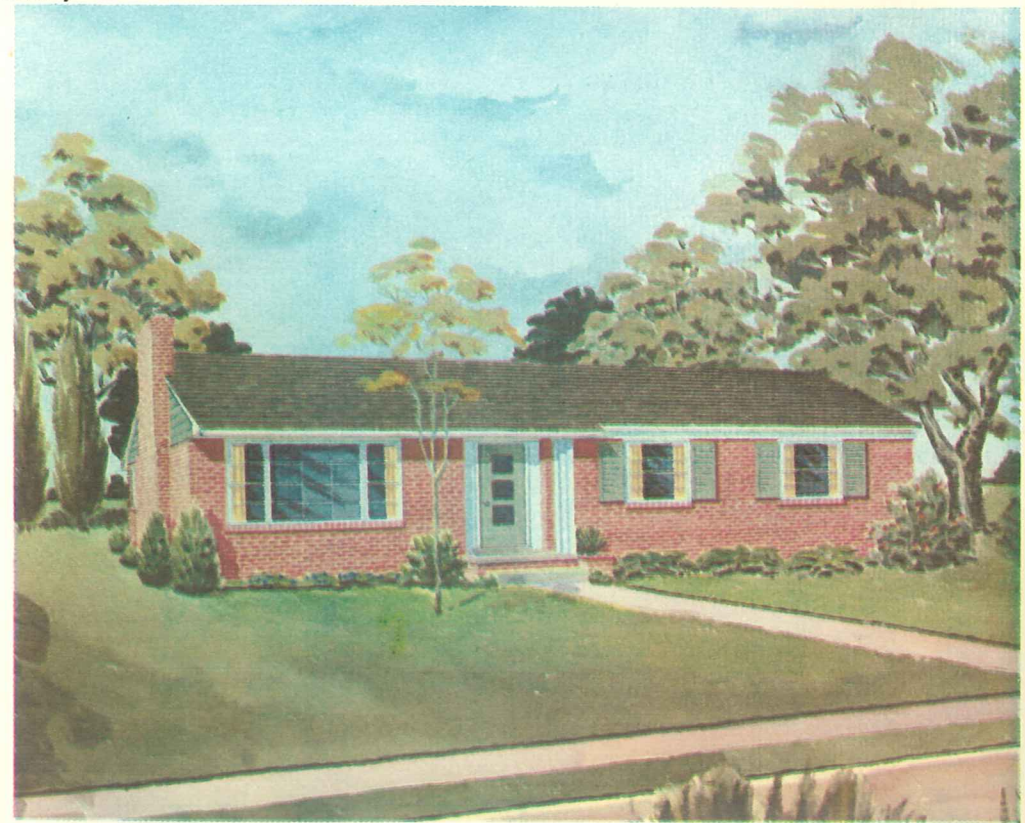


Carports, porches, or garages may be added to almost all of the designs shown in this book that do not already have these items, at a nominal extra charge. See instructions for ordering plans.

The Randall

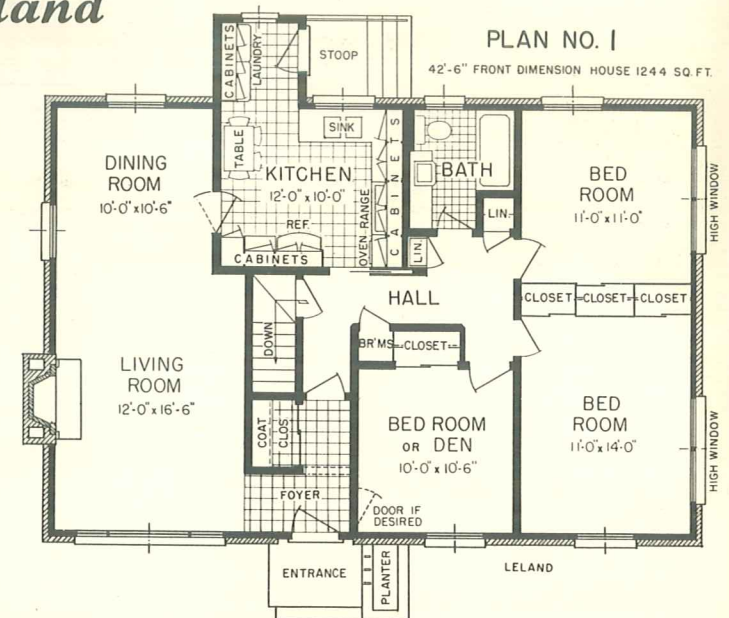


The Ward



The Leland

A well planned home can save a lot of steps in a lifetime of house-keeping.



PLAN PRICES

Complete Plans for any design as illustrated, specifications, material list and estimating form.—\$20.

Additional Plans, provided all ordered are for use in the construction of one house, per set.—\$5.

Plans with room arrangement **reversed** from left to right, to fit your lot, additional charge.—\$5.

Plans shown in brick changed to **frame**, or frame changed to **brick**, additional charge.—\$5.

Plans for **brick veneer** over frame wall construction, addition charge.—\$5.

To insure prompt receipt of correct plans, give Name and Number; brick, frame, or brick veneer over frame.

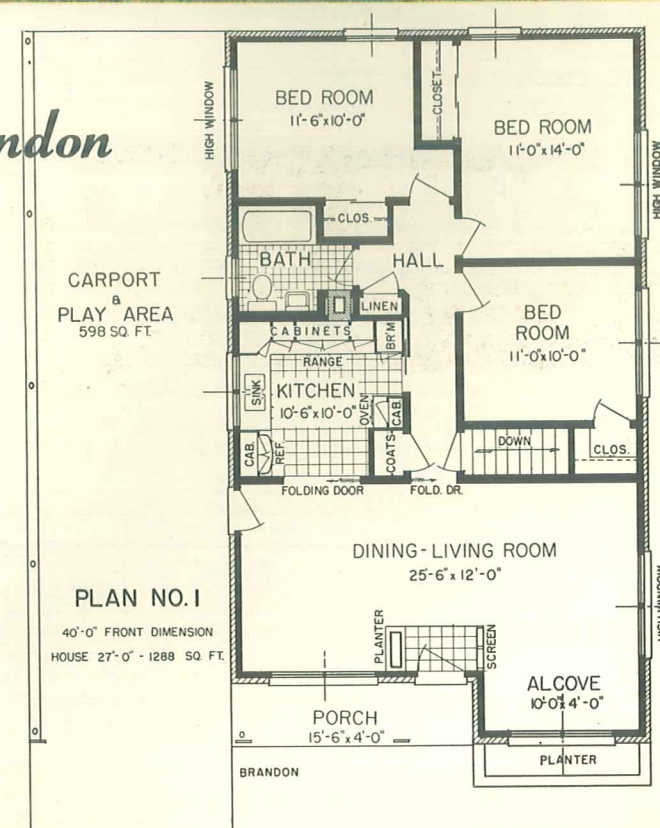
Print plainly name and complete address — Order mailed "Special Handling" the day received.



The Palisade



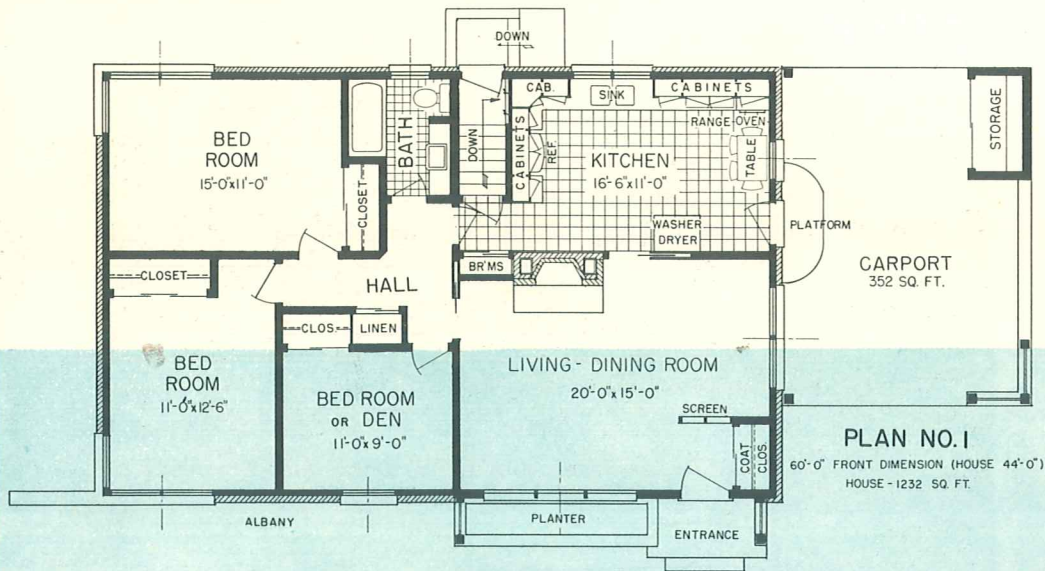
Brick Masonry



The Albany

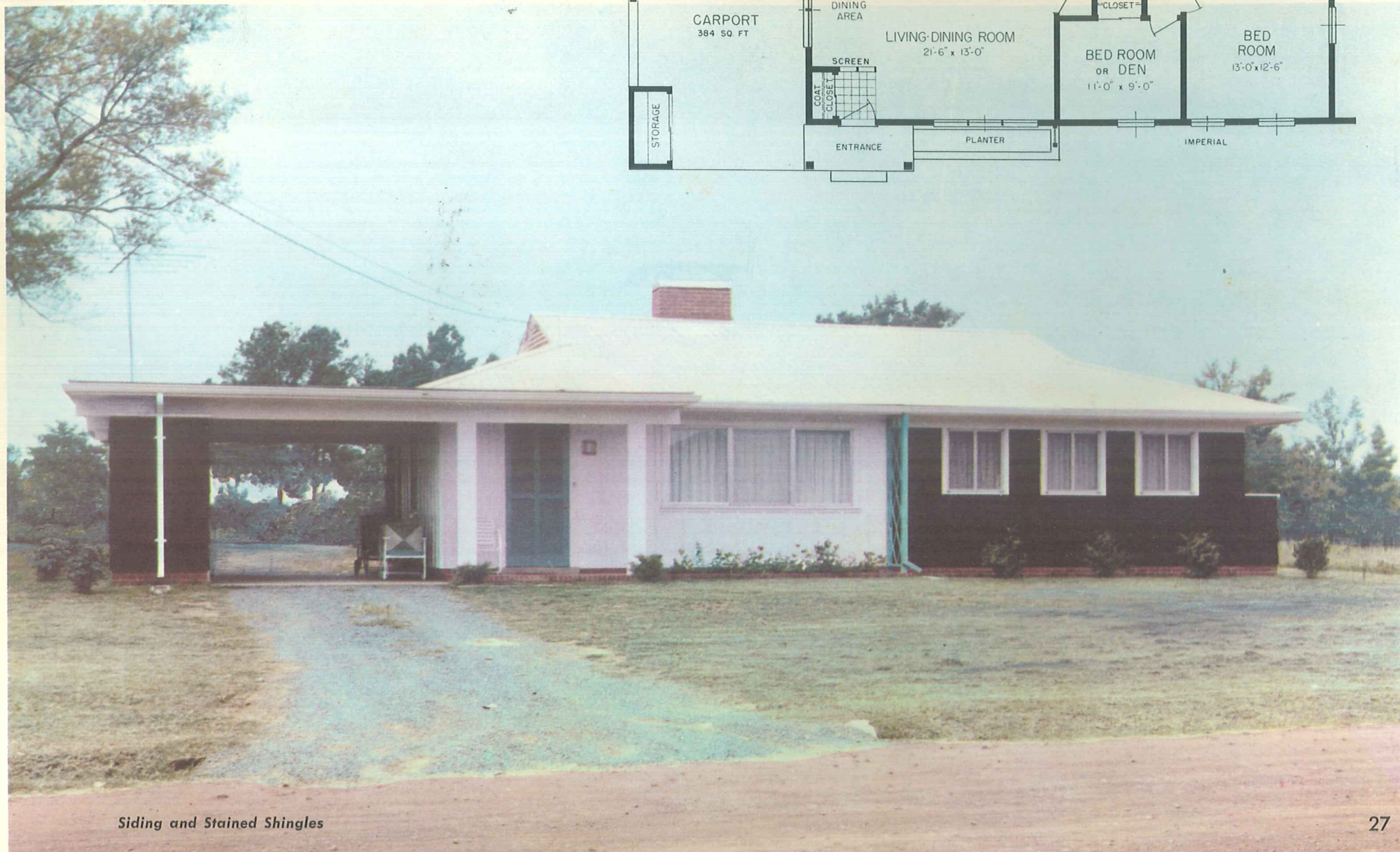
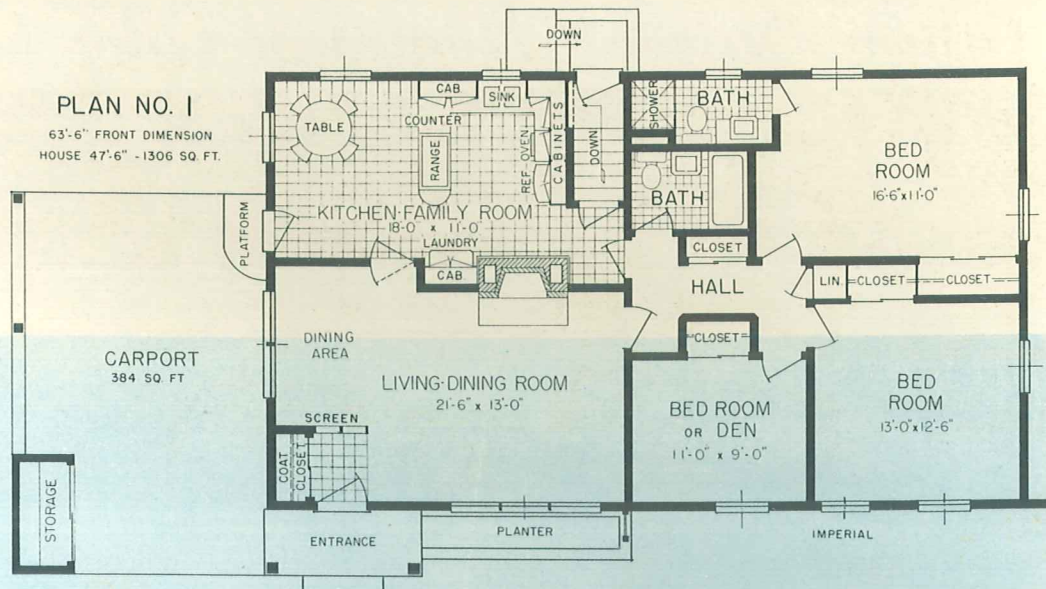
Color photography captures only part of the charm;
extra built-in "Livability" is a bonus of planning.

Utility space, Recreation Room, Fireplace and Lav. in basement.



The Imperial

Leisurely informal and inviting appearance;
all you would expect to find in a much larger
"Ranch House;" but planned to save steps.



Custom Designed Homes of Color by Standard Homes Company



Brick Masonry

The Bainbridge

A melody of color nested into a cove;
the wishes of many combined in a single plan.

*A basement fireplace continues the ideal
of Custom Planning for the Lifetime Home.*

Order card for PLANS enclosed.

